

MODERN PACKAGING

AUGUST 1936

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25,000 "Salesmen"

**GO INTO THE FIELD
FOR GENERAL ELECTRIC**

(*G-E's* DISPLAY MANAGER WROTE THIS ADVERTISEMENT)

•• The big feature of this Canco-made 'Lowboy Demonstrator' is this: *It's making a hit with 25,000 of G-E's lamp agents!* What more could be asked?

Small, compact and permanent, this display sells all the most popular types of G-E's MAZDA Lamps *without getting in the dealer's way.*

Streamlined and low, it goes anywhere—on the counter, table, shelf or in the window—*without obscuring other merchandise.*

Last but not least, it's fool-proof. All the dealer has to do is open the carton it comes in, stick in the bulbs and price tags, and put it to work. ••

AMERICAN CAN COMPANY
MERCANDISING SPECIALTIES DIVISION
CANCO
Metal Displays
SIGNS AND TRAYS



The bright red maraschino cherry on the French pastry, atop the mound of ice, in the front-and-center position on the fruit salad or at the bottom of the crystal glass, is there mainly for decorative purposes . . . its mission is to add such attractiveness as to create a greater desire for the food or drink it garnishes . . . and this it does admirably! ►►► Since the chief virtue of this gay colored little fruit is appearance, it is appropriate that it be packed in all-revealing glass, for seeing it, even in its own container, produces a strong suggestion for its use ►►► The Phoenix Band Cap has long been the standard closure for this product . . . here, again, we suggest that appearance has been the important consideration.

P H O E N I X M E T A L C A P C O .

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN

AUGUST 1936 1

MODERN PACKAGING

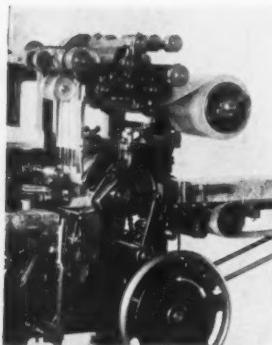
D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 9
NUMBER 12

AUGUST, 1936

IN THIS ISSUE



NEXT MONTH

Methods of handling wrapping material when packaging will be described in an article contributed by Frank H. Mayoh, design engineer. Mr. Mayoh discusses the subject from a practical point of view and includes several diagrammatic sketches to illustrate procedure. He has specialized in the development of machinery for packaging and paper converting.

Acknowledgment is made to the following companies for their cooperation in the preparation of the front cover illustration used on this issue: Dennison Manufacturing Company, Sylvania Industrial Corporation, The Pilliod Cabinet Company, and Hy-Sil Manufacturing Co.

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IT'S GOING TO BE A
WHITE CHRISTMAS



ONLY *the WHITEST*
of CARTONS will do!

Gift packages need a snow white board to emphasize the brilliant Christmas colors . . . to bring out in sharp contrast every detail of your smart design. You can't afford a whiter board? Nonsense! You **can** afford **Lithwite**! Here is one carton board that is really **white**, and yet inexpensive. May we send you samples?

The hard, smooth surface of Lithwite is excellent for printing fine detail . . . The brilliance of the printed colors is enhanced . . . All the requirements of a real Christmas carton are fulfilled.

LITHWITE

TRADE MARK REG. U. S. PAT. OFF.

Cartons and Carton Board

Products of The GARDNER-RICHARDSON Company, Middletown, Ohio

Sales Representatives in Principal Cities

EXTRA! KVP REVEALS TRADE SECRETS



GENTLEMEN, BE SEATED! Minstrel show packs 'em in three nights running. S. R. O. sign hung out early when Parchment Minstrels strut their stuff.

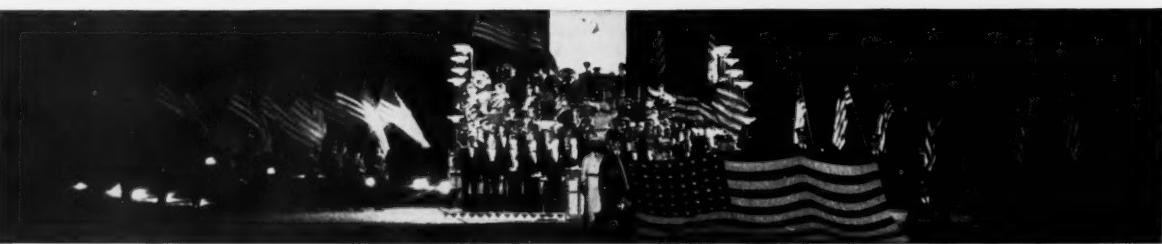
TURN ON THE SUN: The sun lamp corner is busy in the Health Department when snow piles high outside. Experienced male nurse cares for minor injuries, gives rub-downs, hot towels, keeps folks well.



H. W. C. which stands for Home Works Corporation. These boys of high school age, most of them sons of KVP employees, belong to a Parchment summer project that has achieved national recognition. They manicure lawns, dig gardens, wash cars, anything to keep busy doing something useful. Parchment has no 'boy problem' during the summer because of organizations like this.



MAMMA'S A FAN TOO: Employees and their families watching the KVP city champions hand a drubbing to a team of barn-storming big leaguers. Twilight ball is popular and KVP teams have copped many a city championship. Basketball, horseshoes, tennis and soft ball are among the other organized sports.

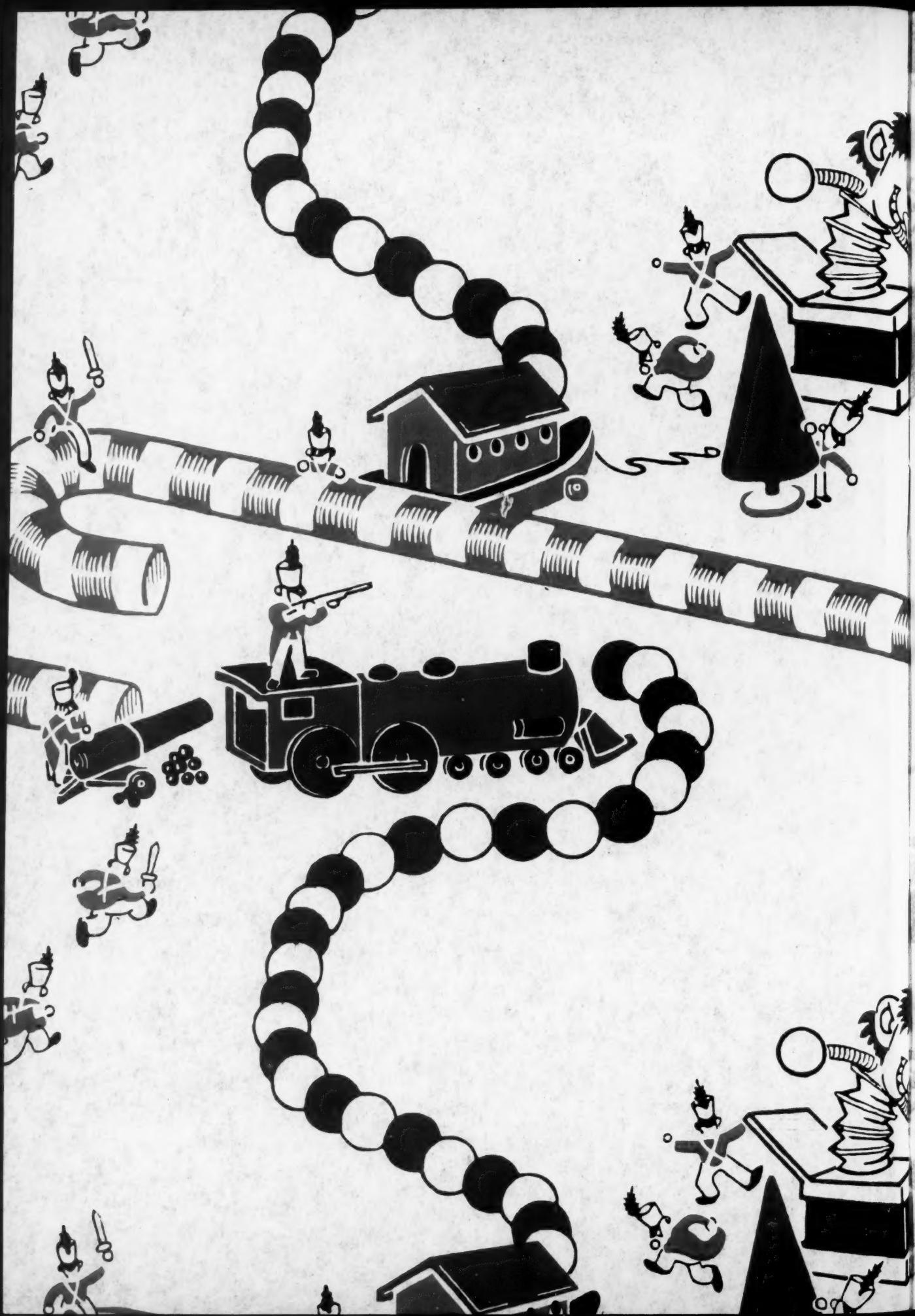


12,000 PEOPLE saw this colorful pageant last July 4th. Bleachers and hillsides in Kindelberger Park filled to capacity as Band, Male Chorus, National Guard and cast of 500 put on huge celebration. Band concerts and open air entertainments draw thousands each month.

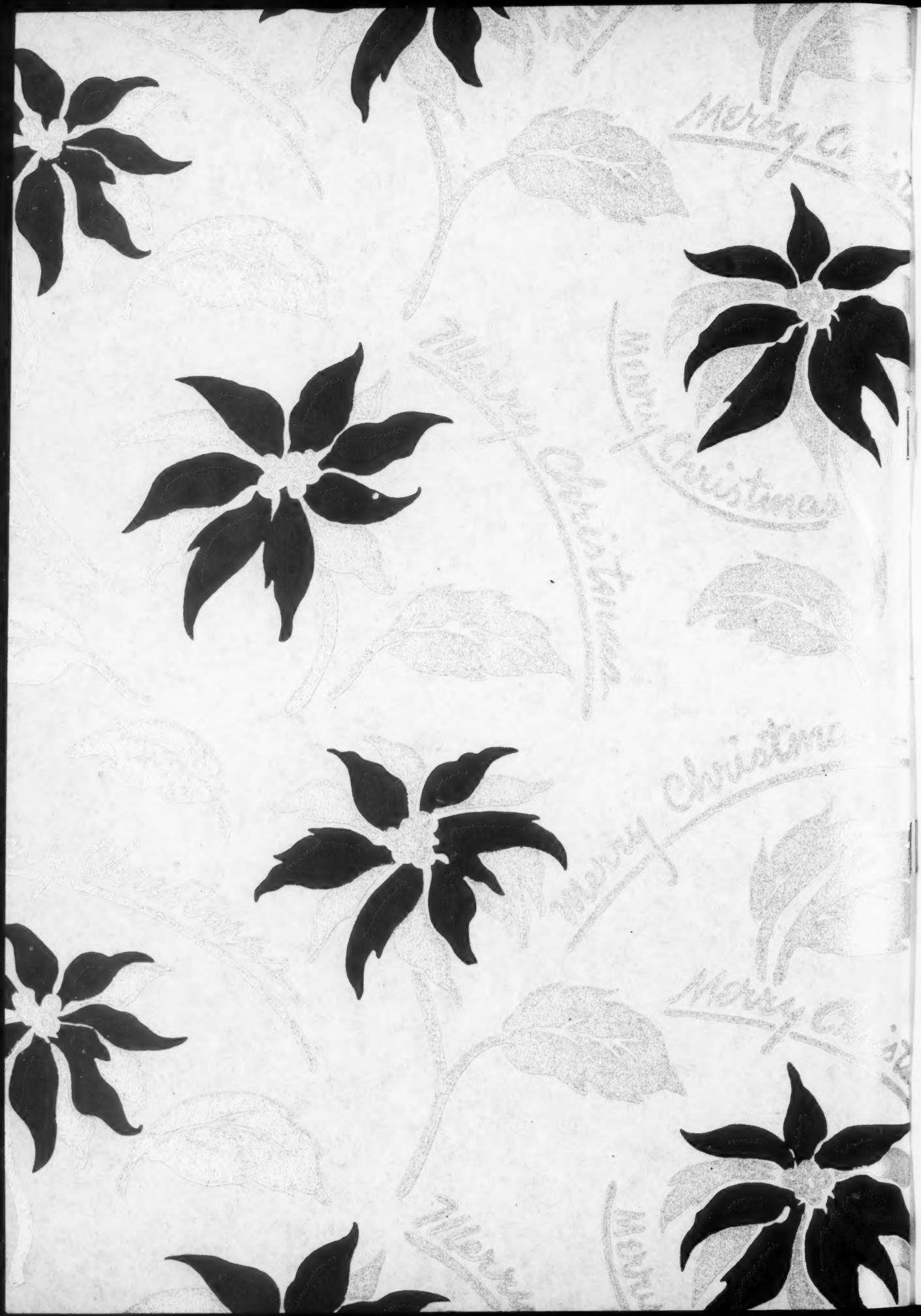
KVP FOOD PROTECTION PAPERS

**KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT (Kalamazoo County) MICHIGAN**









Crysta-ize*

**YOUR LINE
for BIGGER
CHRISTMAS
PROFITS**

"BEAUTY APPEAL"

AT LESS THAN A PENNY

PER PACKAGE!



"PRECEDING PAGES ARE
SAMPLES OF CRYSTAL
GIFT WRAPPINGS"



Here is the quick, easy, inexpensive way to boost your Christmas sales and profits. For less than a penny a package you can wrap **your** product in one of Crystal's lovely Christmas design papers, tie it with one of Crystal's attractive Cellulose gift tyings, put it right out in the fore-front of the big 1936 holiday gift parade.

Millions of shoppers will soon be demanding gifts that "look like Christmas"—gifts that come ready-wrapped for Christmas giving. Without expensive investment, without designing costly holiday containers you can meet that demand—and in a way that is **flexible**, that involves **no loss to your dealers, no returns of the merchandise** to yourself.

*CRYSTAL-IZE your line and cash in on Christmas. Select the designs that best fit your product by writing today for free sample books of Crystal Gift Wrapping and Gift Tyings.

WRITE FOR
SAMPLE
BOOKS

The CRYSTAL TISSUE COMPANY
MIDDLETOWN, OHIO

**Crysta-ize*... A NEW PROFIT WORD
MEANING DRESS UP YOUR PRODUCT IN...



**CRYSTAL GIFT WRAPPINGS
and GIFT TYINGS**

PACKOMATIC

PACKAGING MACHINERY

FOR
HIGH
SPEED

ECONOMICAL

PRODUCTION

ROUND AND ROUND
THEY GO
WHERE THEY STOP
NOBODY KNOWS

From one corner of the world to the other,
Packomatic Machines are daily increasing
profits by lowering package production costs.

Why not intrust your packaging problems to
Packomatic engineers, who have helped many
hundreds of manufacturers find the way to
perfection of packaging economy.

No manufacturer is too small—none too large
to receive the same careful attention from our
engineering department.

Send us samples of your packages. We will
be glad to furnish you detail information on
time-saving methods of filling, sealing and
handling without obligation.

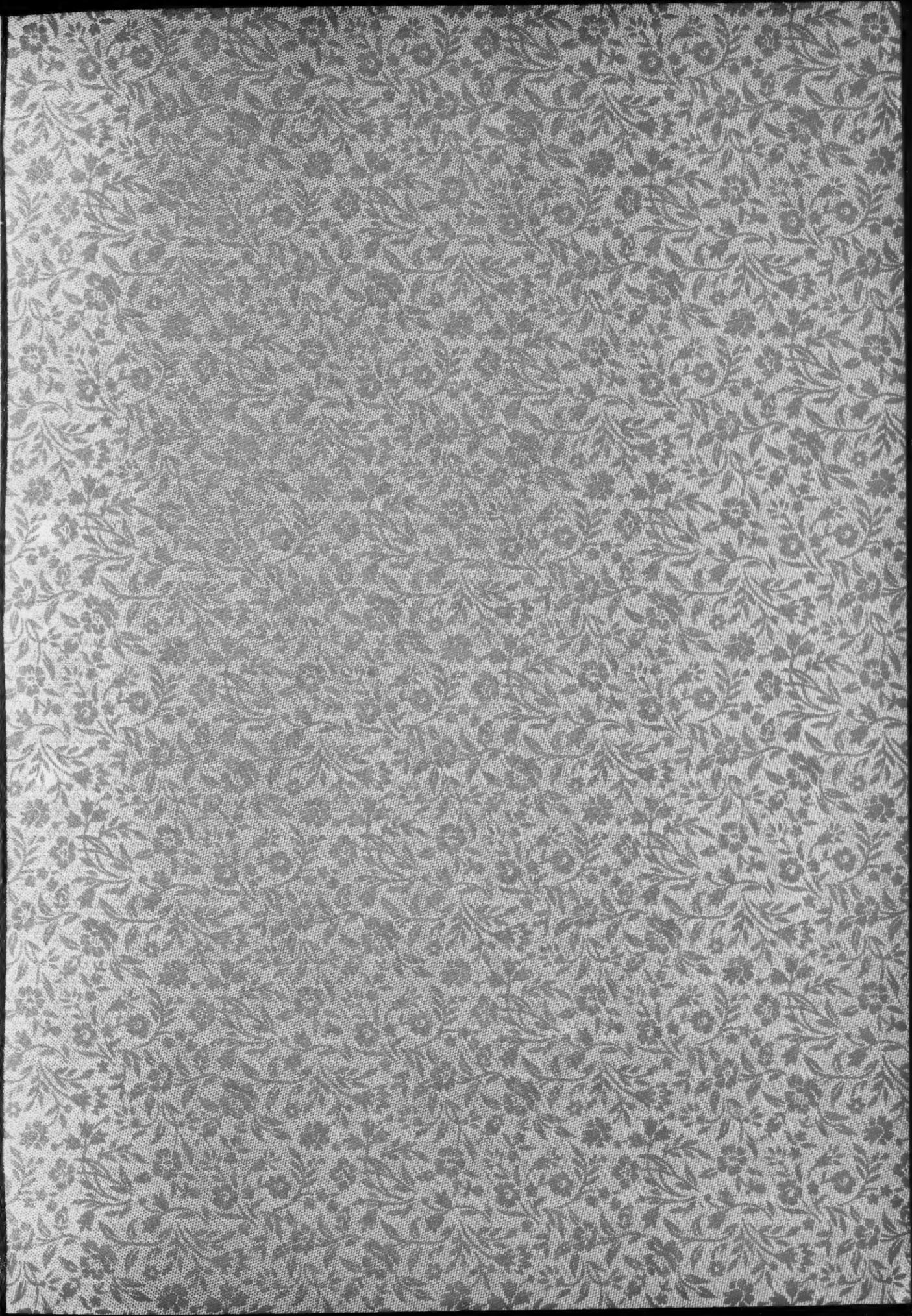
Phone—wire—or write.

J. L. FERGUSON COMPANY. JOLIET, ILL.
BRANCH OFFICES

CHICAGO
NEW YORK
SAN FRANCISCO

CLEVELAND
NEW ORLEANS
ST LOUIS





F L O R E T

Embossed 33

Dainty and distinctive, is adaptable to many uses; a smart cosmetic box, rich jewelry container or appropriate candy package for Mothers' Day for instance.

Available, immediately in a varied color assortment but obtainable, if desired, on any Hampden Flint background. Floret suggests possibilities in decorative packaging.

Sample sheets mailed on request in any of the following colors: White, Dark Blue, Cerise, Copper, Purple, Orange, Bright Green, Red and Deep Maroon.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.

The Public prefers them -
Retailers demand them - and
Manufacturers are planning



SPECIAL HOLIDAY CARTONS

that produce INCREASED SALES !

This year with the public definitely "trading up" in every line of business the manufacturers whose lines are most attractively packaged are going to get more than their share of the holiday trade. And—as always—A. C. M. Clay-Coated Cartons will stand out preeminently on the shelves of successful retailers.

The brilliance of A. C. M. Clay-Coated board sets your package apart from competition . . . advertises for you where it counts most—at the point of sale.

A.C.M. Packaging is worth investigating. Write or phone us and a representative will call. A.C.M. has a complete staff of expert designers ready to help you plan your Holiday Package.

AMERICAN COATING MILLS, INC.

CHICAGO
Wrigley Building

NEW YORK CITY • 22 East 40th Street

CARTON DIVISION
ELKHART, INDIANA

INDIANAPOLIS • Union Title Building

MEMPHIS
Derman Building



**Stitching Wire
is
MIGHTY
IMPORTANT**

- Although relatively small, the stitching wire in your shipping cases is largely responsible for the safe and satisfactory arrival of your goods.

USE ACME

Silverstitch
REG. U. S. PAT. OFF.

- This stitching wire preferred by leading shippers is unvarying in width, thickness, temper. That means strong, even staples that hold securely—giving maximum protection to your "package."

Heavily galvanized, Acme Silverstitch provides resistance to rust. It helps to

protect your cartons, and inside packages too, against the blemishes caused by rust.

In the plant, the big one-piece, 10-lb. coils of Acme Silverstitch help to get more work done in less time. Let Silverstitch prove itself at our expense. Get free 5-lb. test coil. State size used.

ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVENUE, CHICAGO, ILL.

Branches and Sales Offices in Principal Cities

STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED
AND SOLID FIBRE BOXES



DUST AND ALKALI PROOF



The reverse side of this page shows how the simple application of lacquer steps up colors and produces greater beauty and brilliance.

PROTECT YOUR PACKAGE WITH LACQUER



EVEN a blistering Death Valley windstorm holds no terror for merchandise wrapped in lacquer-coated paper.

Dust, dirt, acid, or alkali simply can't penetrate lacquer's remarkable glass-like finish.

Neither can water or grease.

Handler's fingers can't stain it.

It rarely becomes warehouse-grimy or shelf-worn—but if ever it should, a

damp cloth will restore its eye-catching glitter and brilliance.

Lacquered paper also keeps products perennially factory-fresh and crisp. It steps up package colors to sparkling allure...and consequently steps up sales.

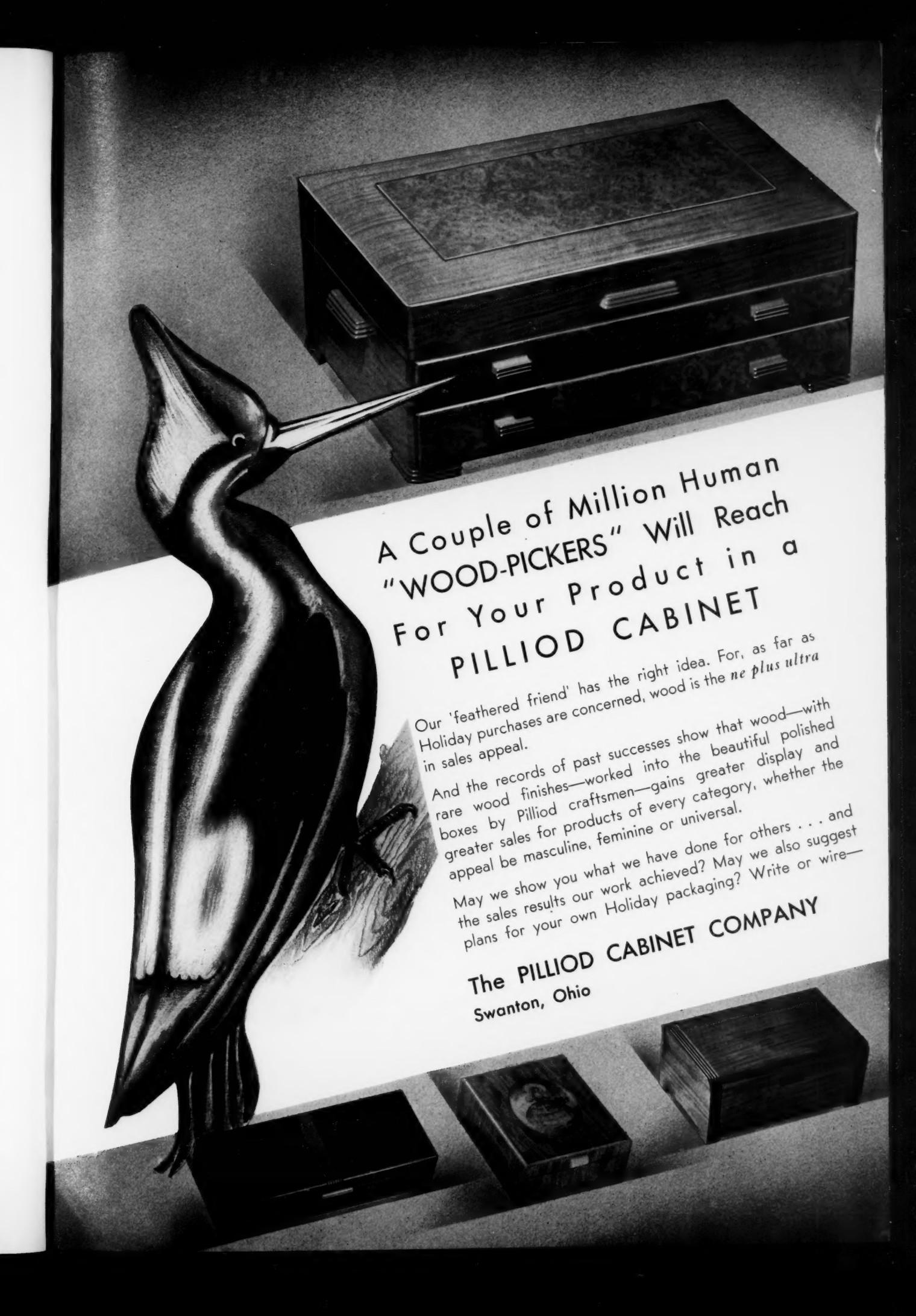
Investigate lacquer as an effective but inexpensive package and product protector.

Ask your printer or package maker about lacquer-coated papers and packages.

COMMERCIAL SOLVENTS CORPORATION

NEW YORK CENTRAL BUILDING, NEW YORK, N. Y.





A Couple of Million Human
"WOOD-PICKERS" Will Reach
For Your Product in a
PILLIOD CABINET

Our 'feathered friend' has the right idea. For, as far as Holiday purchases are concerned, wood is the *ne plus ultra* in sales appeal.

And the records of past successes show that wood—with rare wood finishes—worked into the beautiful polished boxes by Pilliod craftsmen—gains greater display and greater sales for products of every category, whether the appeal be masculine, feminine or universal.

May we show you what we have done for others . . . and the sales results our work achieved? May we also suggest plans for your own Holiday packaging? Write or wire—

The PILLIOD CABINET COMPANY
Swanton, Ohio



YOUNG IDEAS crowd fast on the heels of the established and traditional. Methods of packaging today make demands on closures unknown a few years ago. Here's a perfect example of how Anchor keeps abreast, in fact ahead, of the needs of packagers.

The Anchor C. T. Cap has been a well-known, popular style for many years. Of course, during that time many improvements have been incorporated . . . but the point is that from this basic design there has been developed an entire family of new and modern offspring. All use the continuous thread principle but in their appearance and adaptation to widely divergent package situations, they vary greatly when used in drug, food and other industries.

Anchor offers a wide selection of C. T. styles as illustrated above: Bottle Caps, supplied in either tin or aluminum; C. T. Caps for jars; 2-piece and Gasket Lined C. T. Caps for foods packed under vacuum. There are likewise C. T. Caps without knurling (NKCT) for both jars

and bottles, in either tin or aluminum; Shell-back Caps in a number of styles and with either tin or aluminum inners. Then there are the Deep Screw Caps for jars; also available in either 2-piece or gasket-lined styles for vacuum packed products.

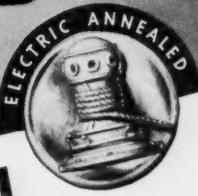
This large family of Anchor C. T. Caps may be had in a number of finishes—gold lacquered, lacquered or coated in any desired solid colors, or lithographed with your own special design . . . and, of course, are supplied with a variety of liners to suit your particular sealing requirements. Note, too, that while this entire line represents but one of Anchor's general types of closures . . . it is proof positive of the completeness of the Anchor line and the thoroughness with which Anchor is equipped to meet all modern packaging problems. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.

Caps by ANCHOR

THEY Shape Up **PERFECTLY FOR YOU**

WHEN a drug or pharmaceutical house selects glassware, a prime consideration is shape and design. The style of container must suit the physical properties of the products, be such as to facilitate their use and make accessible the contents of the containers. Salem includes in its line of stock containers a wide assortment of styles and sizes. The three containers we show above are an indication of how greatly they vary in design. With appropriate labels, closures and other packaging accessories, any one of them can be made into a distinctive and attractive package.

Then there is the matter of the glass itself, how it "shapes up" . . . in accuracy of capacity and finish, in toughness and resistance to any rough handling it may receive, in clarity and uniform color. Salem containers are all you could ask for in quality, finely made by an organization of long experience, under the most modern conditions and with the finest of glass-making equipment. Regardless of what your requirements may be, may we consult with you when next you come to order glassware? SALEM GLASS WORKS, Salem, New Jersey. Associated with CAPSTAN GLASS COMPANY, Connellsville, Pennsylvania. Branch offices in all principal cities.



CAPSTAN Glass



PUT YOUR PACKAGES ON THE Preferred LIST

Handsome is as handsome does, and it is a proven fact that the best looking package has the best chance of "clinching" a sale—other things being equal.

The Frank Tea & Spice Co., Cincinnati, Ohio, gives the DOVE BRAND containers the final touch with Sherwin-Williams Pale Finishing Varnish. This varnish dresses up the package with an attention-commanding sheen. It sharpens the color, protects the lithography and resists soiling.

Important to remember is the fact that to produce a flawless finished container these varnishes must withstand all the rigors of fabrication in manufac-

ture. They must be tough, elastic, non-marring, able to take a 180 degree bend, and frequently, withstand sterilizing under super-heated steam.

Whatever your tin decorating or paper finishing needs, remember Sherwin-Williams is Finishing Research and Engineering Headquarters. There is also a Sherwin-Williams Finishing Engineer eager to help you work out the most satisfactory and economical solution to your problems.

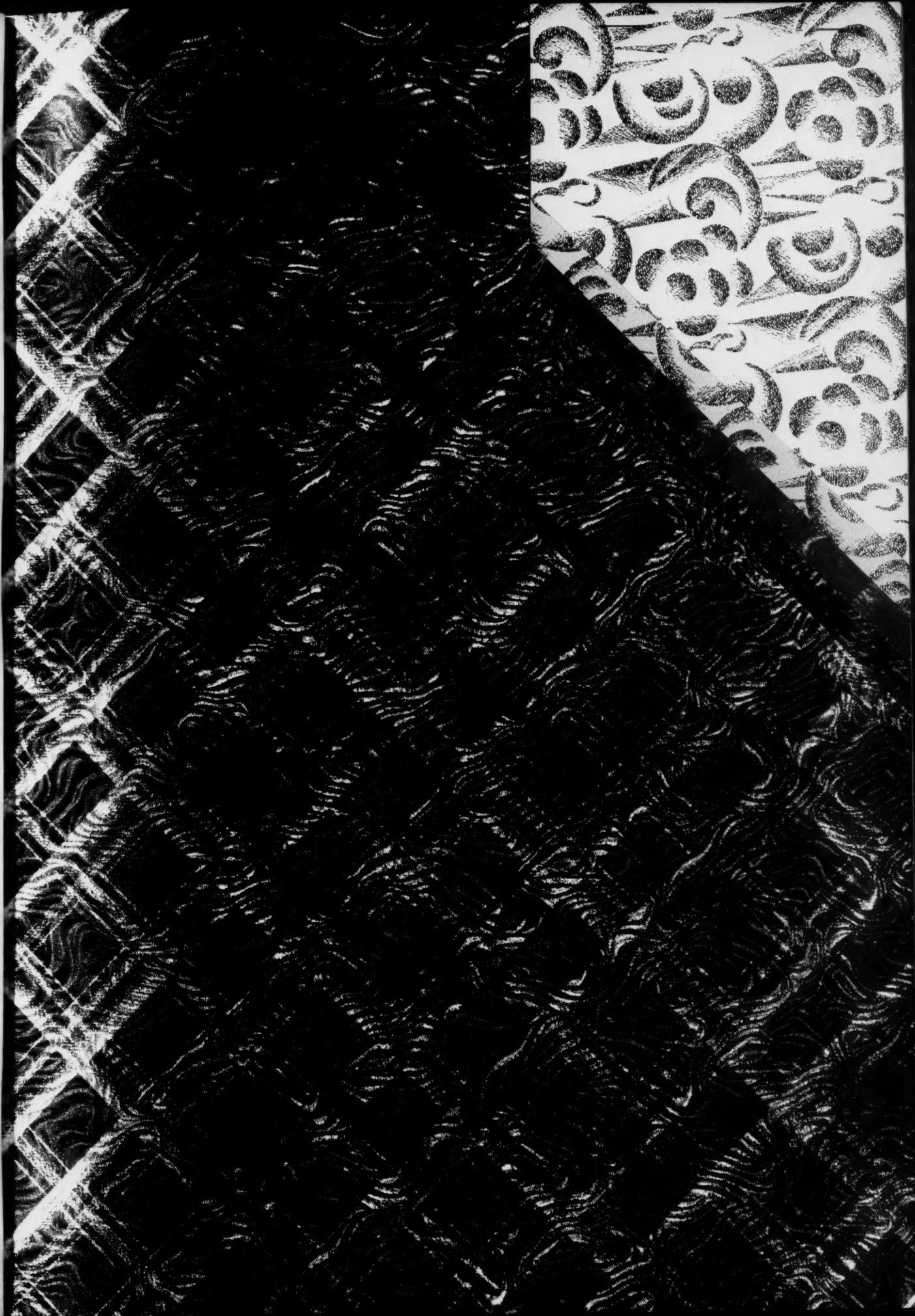
Why not write The Sherwin-Williams Co., Cleveland, Ohio, and also principal cities? There is no obligation, of course.

SHERWIN-
TIN DECORATING



WILLIAMS
FINISHES

N
T
to
er-
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to
re-
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PAPERS WITH A BACKGROUND
SUITABLE FOR HOLIDAY APPEAL



In a few of its many interesting variations, selected to give a touch of the holiday spirit and color for seasonal packaging and not be "out of season" later on. Moderate in price, needs no expensive embellishment - suitable for many products. Many other color combinations available. Send for a sample book.

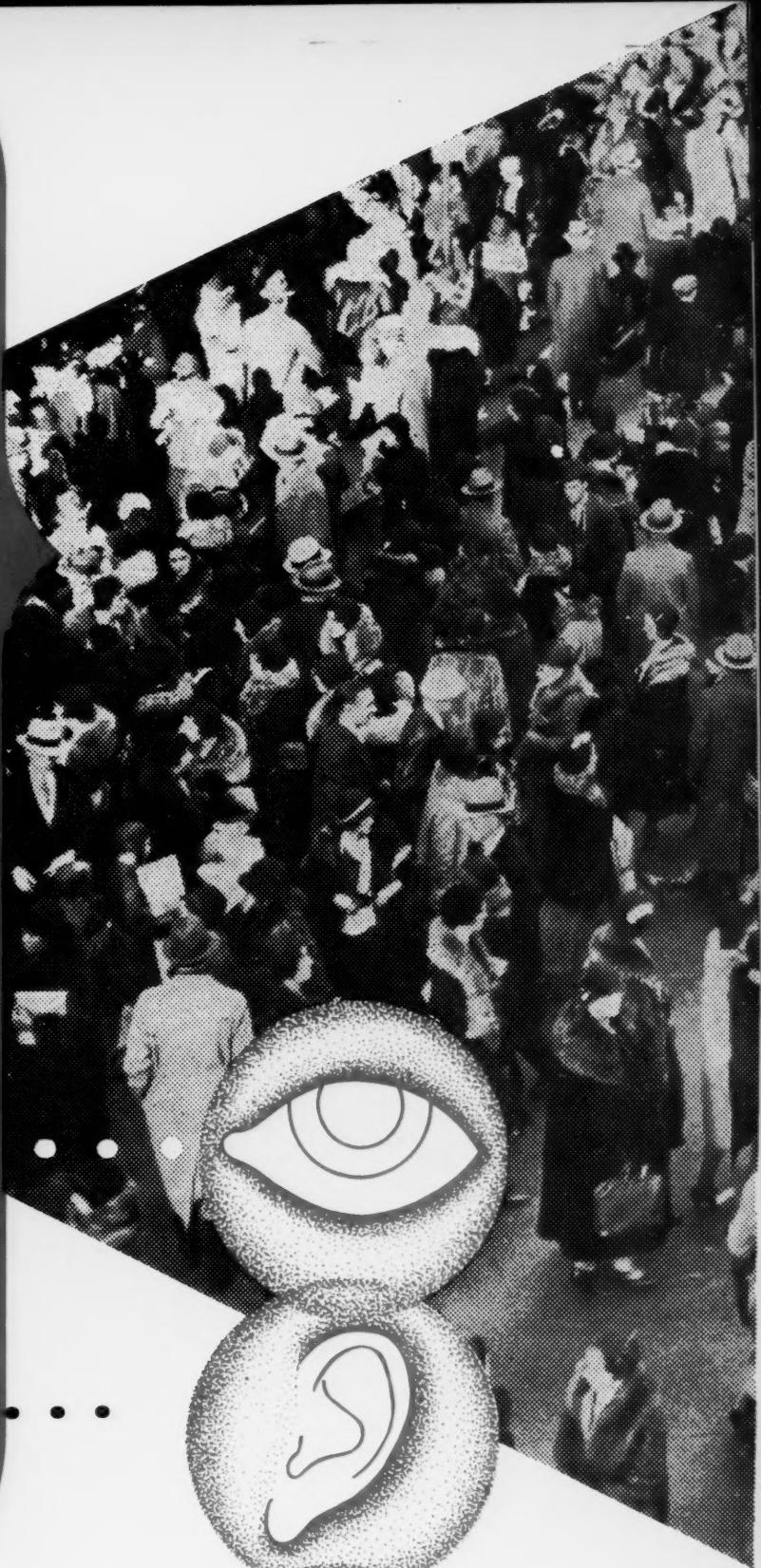
NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE

**THE
WHOLE
WIDE
WORLD**

SAW . . .

HEARD ABOUT . . .

TALKED ABOUT . . .





Many prize-winners capitalized their fame in displays and advertisements.



And thousands visited our own exhibit . . . of all entries . . . of the Permanent Packaging Exhibition.

AN EVEN WIDER AUDIENCE AWAITS THE ENTRIES IN THE GREATER ALL-AMERICA PACKAGE COMPETITION FOR 1936

The entire packaging and merchandising world has come to eagerly await each year the announcement of the winners of the All-America Package Competition.

This year—already, months before the contest opens—dozens of requests have been received, from advertising clubs, business clubs and department stores, for travelling exhibits of the winners. Inquiries as to the contest pour in, in a daily-increasing volume.

In 1936, more than ever before, the All-America Competition offers the packaging industries as a whole . . . and individual packagers . . . a golden opportunity to bring the evidence of progress to the attention of the entire world.

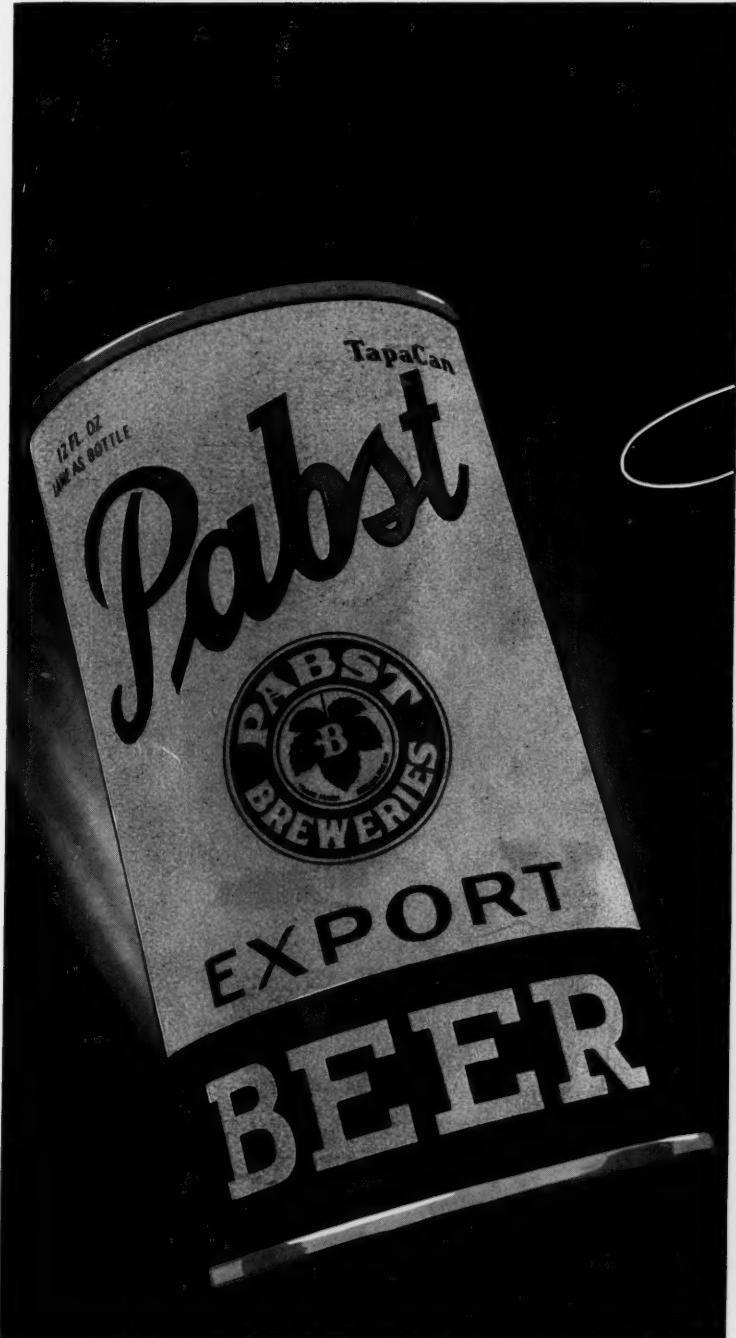
The main reason for running this contest . . . as always . . . will continue to be the fostering of improved package design and construction of better package and display merchandising. Yet, the growing importance of the competition as a means of presenting the industry to the public cannot be overlooked.

In the editorial pages of this issue will be found an important announcement of the new, 1936 competition. Also contained therein will be found an entry blank for *your* entry. We urge you to read the announcement now . . . to send in your entries at the earliest possible moment.

ALL-AMERICA PACKAGE COMPETITION FOR 1936

Sponsored by

MODERN PACKAGING
425 FOURTH AVENUE
NEW YORK, N. Y.



FOR
sparkle

ALUMINUM

On cans, on cartons, wraps, labels . . . everywhere you are seeing new sparkle, new wallop . . . achieved with Aluminum Ink.

It's a grand, clean, shining background. Makes the package look attractive, suggests freshness, crispness. Aluminum Ink can be a smashing high-spot in your design. It does things to your package no color can do.

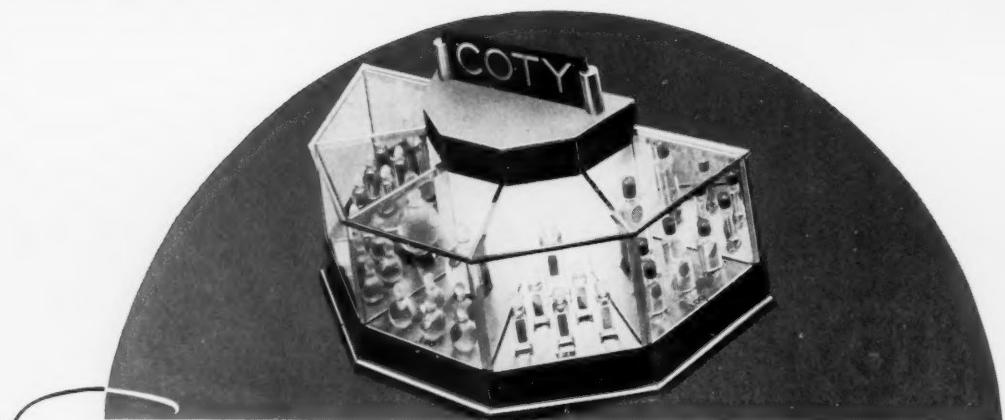
We make no ink. But we do know that the best Aluminum inks are made with Alcoa Albron Paste or Powder as the shining pigment. And there are exciting new developments in Alcoa Albron pigments. Ask your package man if he has our very latest information. ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pa.

★ ★ ★ ★ ★



ALBRON

ALCOA · ALUMINUM



Coty INTRODUCES PETIT MODELE
WITH TWO NEW DISPLAYS
BUILT by **ARROW**



The Coty organization thinks in terms of merchandising.

With the introduction of any new product, Coty develops a merchandising plan designed to help the dealer get the greatest possible volume out of the new product.

And so with the introduction of the new Petit Modele series of perfumes—came the simultaneous need for fitting merchandising displays.

The two displays illustrated are the result. One

for drug store merchandising—the other for department store demonstration. Both reflect the true Coty atmosphere—both form striking backgrounds for Coty's new series. Backed by these displays, Petit Modeles have been eagerly ordered by the trade. There can be no finer tribute than that to the effectiveness of the merchandising plan.

ARROW is proud of the privilege of having again been selected by Coty for the manufacturing of these displays.

A R R O W
MANUFACTURING COMPANY • INC.
15th & HUDSON STREETS, HOBOKEN, NEW JERSEY
Telephone HOboken 3-8472 or REctor 2-1251



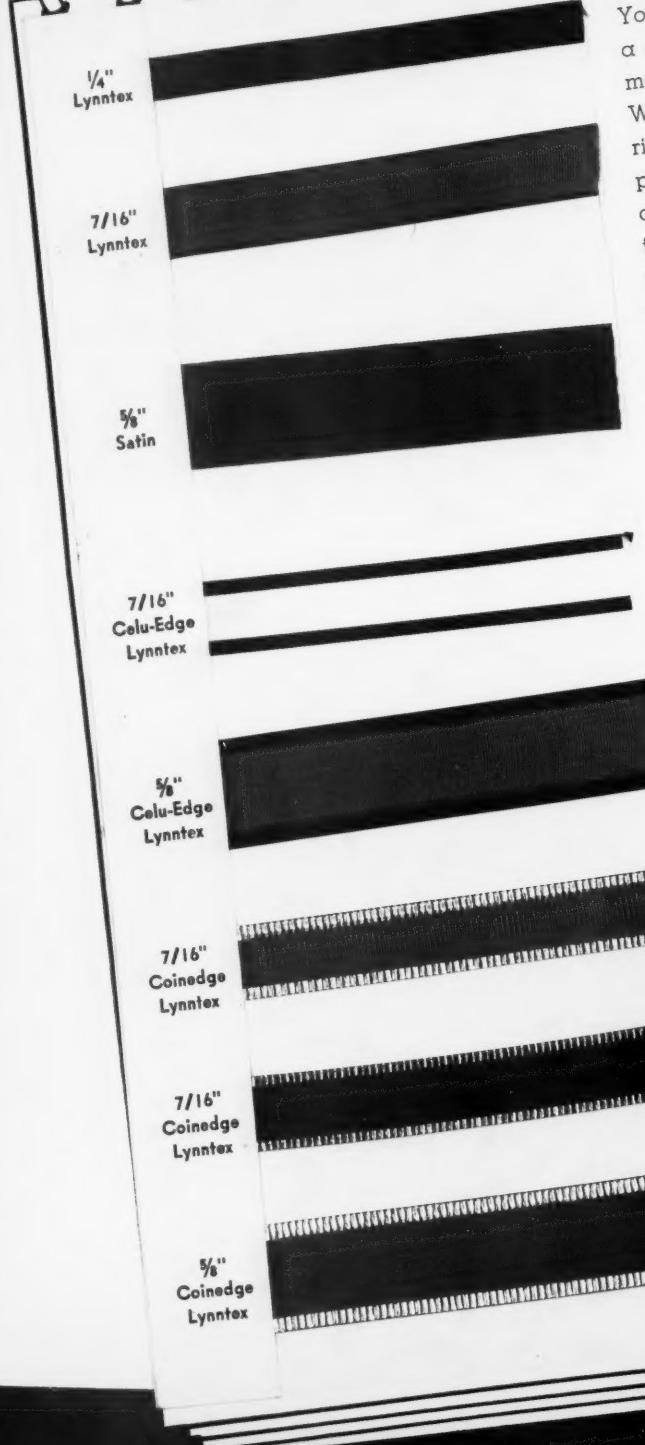
New HORIZONS

THE greatest discoveries have been made by men who dared to believe in things beyond their horizons. • CCS, possessed of the same vision and initiative, has consistently led the way to better closures. No obstacles, however great, have been allowed to halt its progress. • Through its unusually alert experimental and research organization, CCS has established an entirely new standard of sealing efficiency and dependability . . . a standard which has not been equalled in the industry. • Specify CCS Closures . . . made by an institution whose every effort is directed toward sealing perfection.

CROWN CORK AND SEAL COMPANY
BALTIMORE, MARYLAND



WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



Your ordinary package can be made a gift presentation by the use of our magnificent new line of fabric ribbons. We offer a complete line of beautiful ribbons specially suited for Holiday packing. Among these new ribbons are the sensational Celu-Edged Lynntex and Coinedged Lynntex. These ribbons are combinations of fabric and Cellophane and are new developments, but already they have proven their merit with manufacturers, dealers and consuming public.

Modern, eye-attracting, colorful . . . these fabric ribbons add an air of quality that is irresistible in its appeal. The use of these new ribbons encourages better and more ample displays . . . demands closer attention from the consumers . . . produces by actual and repeated tests phenomenal increases in sales.



EXCELL-O

REG. U.S. PATENT OFFICE

RIBBON

LICENSED UNDER U. S. PATENT NO. 1,406, 48

5/16"
Star

1/4"
Shadow
Print

7/16"
Threaded

1/2"
Copper
Excell-o

1/2"
Bell & Bow

1/2"
Scotty #4

3/4"
Coach

3/4"
Reverse
Poinsettia

1 1/4"
D
Two Color
Merry
Christmas

Made of
Cellophane
TRADE MARK

Year after year, Excell-O Ribbons have marched to greater volume . . . wider usage.

Why? Because more and more manufacturers have discovered their effectiveness in creating additional sales at low cost; in gaining greater display for their products from willing retailers; in demanding and receiving more attention from every type of consumer.

Excell-O Ribbons are made in a host of beautiful patterns, widths and colors. There is a type of Excell-O Ribbon most appropriate for every retail package. And, for the coming Holiday Season, Excell-O Ribbons are available in a specially prepared group of Holiday patterns never before equaled for attractiveness and beauty.

Excell-O Ribbons are strong, easy to tie . . . and best of all economical to use . . . because they are reasonable in price!

We will be happy to send you sample yardage of any of the ribbons shown here.

America's Outstanding Trade-Paper Salutes America's Outstanding Packages

WHAT the publication "Variety" is to the theatrical profession and what "Printers' Ink Weekly" is to advertising men — "Modern Packaging" is to the field of packaging. In short, it is acknowledged as America's Bible on package design.

Therefore, highly significant is the fact that from the entire liquor industry, this recognized authority has selected Ben Burk, Inc., as the source of its information for an educational article on page 40 describing modern and successful liquor packaging.

Throughout the years, many have been the awards and compliments that have been bestowed upon Ben Burk, Inc., for the beauty and distinctiveness of its packages. But never in their entire history have OLD "MR. BOSTON" Fine Liquors been so deeply honored by the glowing tribute they have been paid by the master of its field — "Modern Packaging".

BEN BURK, INC.

OFFICE MEMO

To: C. A. Breskin

From: Promotion Department

Re your request for promotional advertisement on attached Ben Burk announcement, may we suggest that the best ad we could write could never match the announcement itself. Would suggest that you reprint the announcement to indicate —to readers and advertisers—what the high repute of Modern Packaging is in the field.

A.Q.M.



THE BEVERIDGE-MARVELLUM COMPANY
HOLYOKE • MASSACHUSETTS



Frostel

*"He paints upon your window pane,
In fairy lines with frozen steam;
And when you wake, you see again
The lovely things you saw in dream."*



This insert is printed on Frostel — GREEN

How beautifully expressive the magic of Jack Frost . . . and how delightfully this magic has been recreated in Frostel, newest member of the distinguished family of Pyroxylin Treated Papers by Beveridge-Marvellum. Here, indeed, is beauty—an inspiring and scintillating type of beauty which goes beyond mere richness of tone, and suggests by its perfect blending of cool, silver-white attractiveness, innumerable year-round uses.

Imagine, for instance, the appropriateness of Frostel for an announcement of refrigeration equipment, the presentation of a new iced beverage, or for a reminder of fur storage facilities—to say nothing of its suitability for winter carnival and sports events. Beauty and practicality do not always go hand in hand—but Frostel boasts of both. Being Pyroxylin treated, it is washable, so that stains may be easily removed with a wet cloth.

MADE BY

The Beveridge-Marvellum Company

Manufacturers Exclusively of Pyroxylin Treated Papers

HOLYOKE

•

MASSACHUSETTS

CONTAINERS

swing
STORE TALK INTO
Sales!



THAT'S IT" • says the repeat customer who saw your Packaged product and put it to the test! • "I'LL TAKE THAT" • remarks the caller who is willing to TRY!

And so • CONTAINER BUILDING, the routine in practical elements, is ever on the Open Road of originality toward decorative treatments that win product recognition at the store.

• CONTAINERS by "NATIONAL" swing store talk into SALES!

GO "NATIONAL"

NATIONAL CAN COMPANY • Inc.

One of America's Largest Canmakers

EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK
SALES OFFICES AND PLANTS
NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO • BOSTON • DETROIT • NEW ORLEANS • HAMILTON, OHIO



Let Us Show You What These Machines Can Do For Your Packaging QUALITY and COSTS

Hundreds of leading manufacturers . . . many of the most important set-up, folding box and carton makers . . . are changing over to the high-speed BRIGHTWOOD Carton and Box forming machines. Why? Because the BRIGHTWOOD delivers finished containers at a rate of one a second!

* * *

There is a Brightwood model for your particular needs. Write us for full details about these low cost, high speed, sturdy and economical units . . . and about the thirty other National weighing, packaging and box-making machines, every one a money saver.

**UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.
DIVISION OF
NATIONAL PACKAGING MACHINERY CO.**

459 Watertown Street, Newtonville, Mass.

Branch Offices

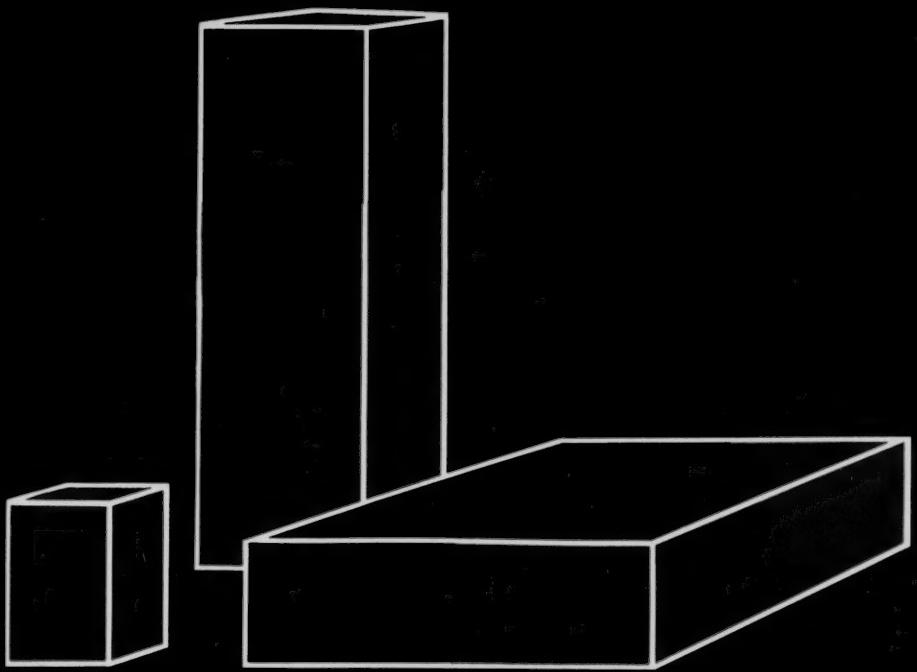
NEW YORK

CLEVELAND

CHICAGO

LOS ANGELES

LONDON, ENGLAND



Appeal to Holiday Shoppers with

H







The captain gets his bearings—

and the course is charted with safety and assurance. Captains of industry—planning a campaign through the rough waters of competitive markets—chart a similar course.

In selecting the right container for a sampling or packaging program, industrial leaders automatically turn to Kimble Glass Vials. They want "package appeal" and convenience—so Kimble Vials are chosen. They want colorful make-up and full transparency—so Kimble Glass is specified. They want low-cost transportation, consumer preference and rapid turnover—so a Kimble Vial is usually the final selection.

*Confer with Kimble first—and chart
your packaging course with profit!*



KIMBLE GLASS COMPANY... VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

SMITHCRAFTED CONTAINERS

— for successful GIFT PACKAGING!

All Smithcrafted containers are built with an "after-use" in mind. The tooled leather candy box, illustrated below, has an obvious after-use as a hosiery or handkerchief box; the Nail polish container becomes a jewelry chest; the book-box container for liquor becomes a cigar and cigarette humidor; a foodstuffs Christmas package container becomes a deluxe waste basket; an electric heating pad container becomes a fine linen and lace chest; a beautiful wedgwood bath salts container becomes a permanent addition to the bath or boudoir.



Offices:
New York • Buffalo
Pittsburgh • Chicago
A. A. Lubersky, Sales Mgr.

They have proven particularly successful as gift containers, their unusual beauty and richness, their distinctive appearance (suggestive of "quality"), combine, with their obvious "after-use," to make a greater value of the gift package.

Smithcrafted containers have been used to package many different products, such as,—

Candy . . . Fruit Cakes . . . Cosmetics . . . Soaps . . . Women's Hosiery . . . Men's Accessories . . . Jewelry . . . Silverware . . . Stationery . . . Electric Heating Pads . . .

No matter what your gift packaging problem may be, our experience with the successful exploitation of Smithcrafted containers with so diversified a line of products prompts us to believe we can create a Smithcrafted container to solve your problem as well. *

There is little restriction as to shapes and sizes in which they can be built, or of colors and design treatments in which they can be had, whether of the more typical hand tooled leather effects—or of handcrafted metal, wedgwood, and even molded effects. We suggest you submit your specific problem for suggestions. There is no obligation, of course.



THE S·K·SMITH CO. • 2857 NO· WESTERN AVE· CHICAGO, ILL.

SYLPHRAP—Transparent Cellulose

(Reg. U. S. Pat. Off.)



"Quality's Best Attire"

• SYLPHRAP is made in sheets and rolls, moisture-proof and greaseproof, in clear colorless and twelve attractive colors. It not only fully protects your product, but it will lend to it that charm of appeal which will bring you increased sales at corresponding increased profits.

• SYLPHRAP is furnished by our converters in bags, envelopes, window cartons, resale rolls, etc.—also in special printed and holiday printed wraps, ribbons, cord, etc. Let us send you color chart with price list and a list of our various converters.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York

Works: Fredericksburg, Va.

SYLPHRAP

QUALITY'S BEST ATTIRE

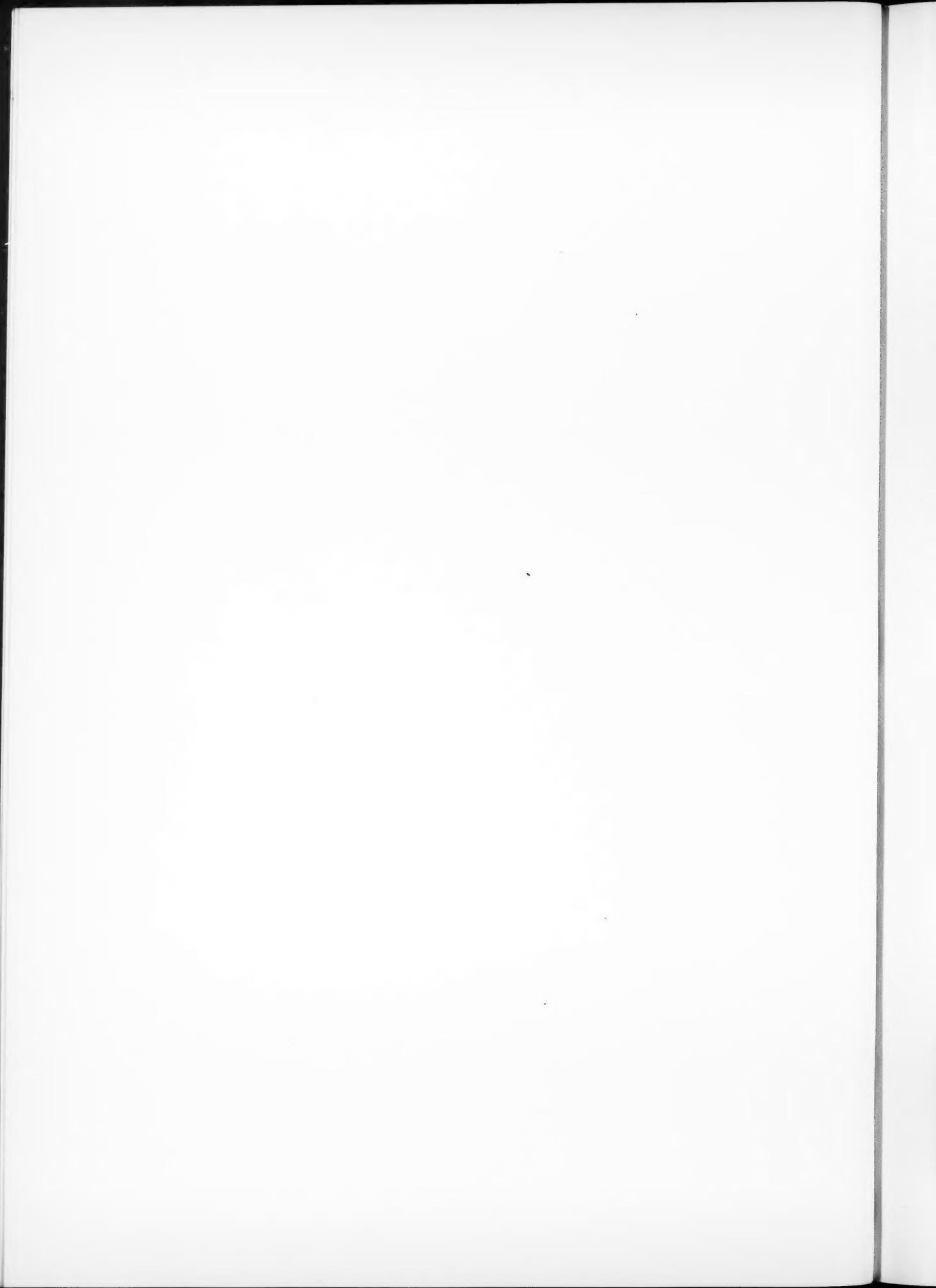
BRANCH SALES OFFICES

120 Marietta Street • Atlanta, Ga.
201 Devonshire Street • Boston, Mass.
427 W. Randolph Street • Chicago, Ill.
260 S. Broad Street • Philadelphia, Pa.

PACIFIC COAST

BLAKE, MOFFITT & TOWNE

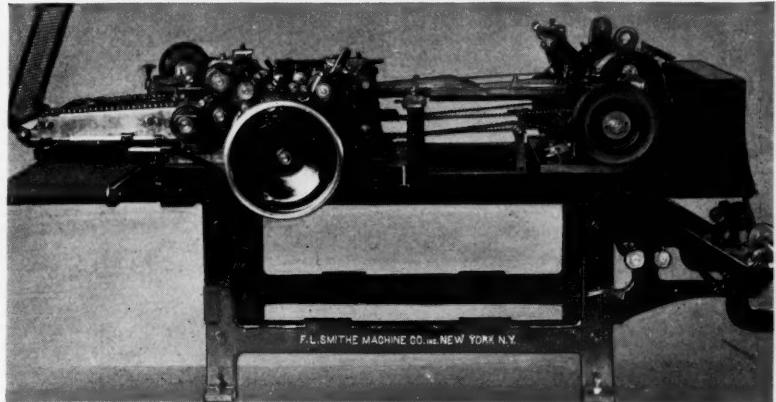
Offices and Warehouses
in Principal Cities



MAKE FLAT CELLULOSE BAGS AND ENVELOPES

9,000 to 14,000 per HOUR!

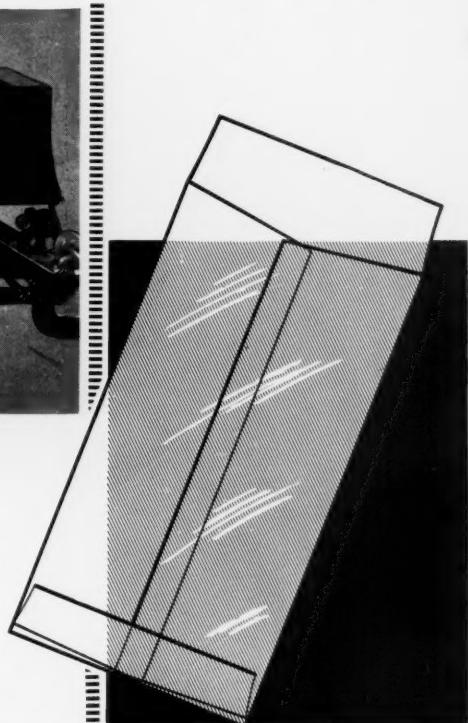
ON THIS CHAMPION "VW" MACHINE!



RANGE:

Blank length—
4½" to 13½"

Folded width—
1¾" to 10"



Handles all types of thin transparent materials. Operates from the roll, cutting out a chip to form the side, seal and bottom flaps; folding and gluing the side flaps; severing the web; folding and gluing the bottom flap and delivering the finished envelopes . . . ready for use . . . at from nine to fourteen thousand per hour!

We also manufacture the following

CHAMPION MACHINES

Window Patching machine, using either glue or heat for adhesion.
"VWS Machine for Satchel Bottom bags (cellulose).
"VWM" $\frac{7}{8}$ " square min. size cellulose material envelopes.
Envelope and special machinery of all kinds.

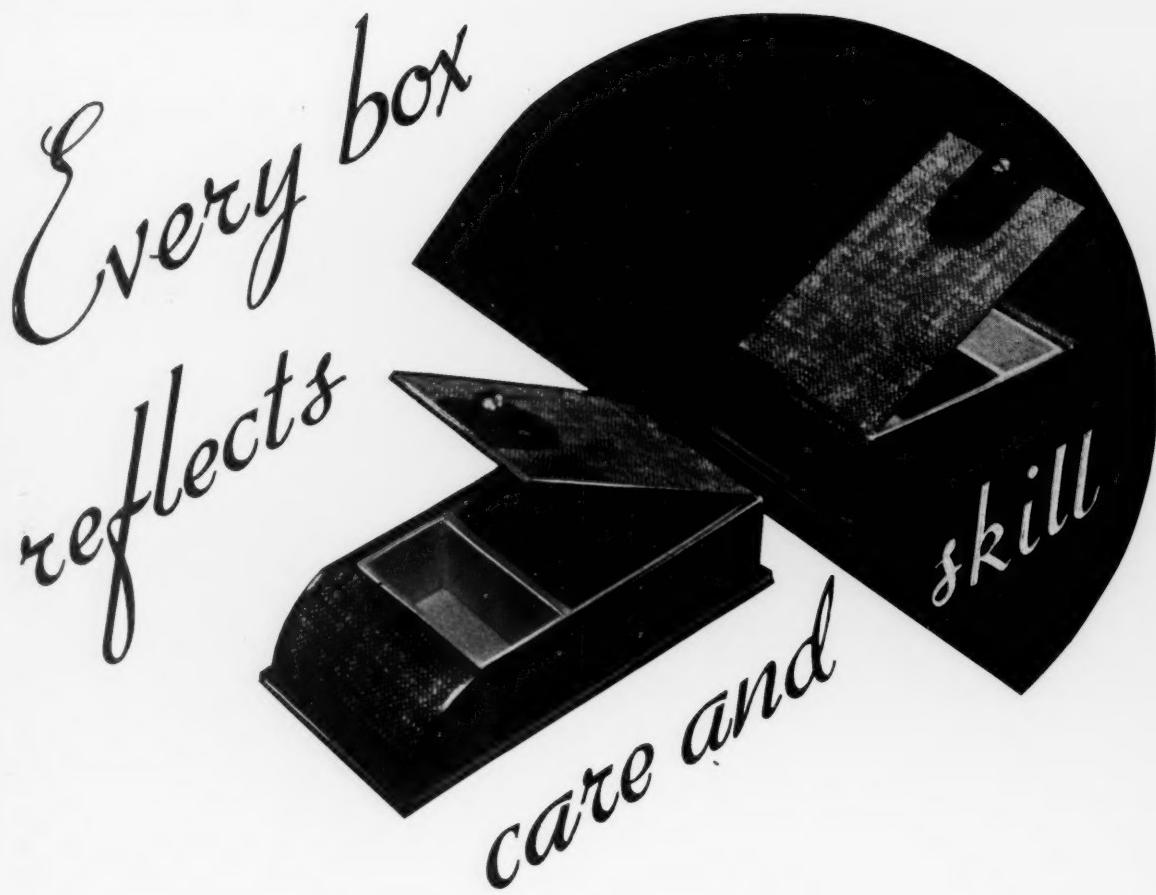
HERE'S PERFORMANCE!

A recent report showed a nine-hour production of over 115,000 cellophane envelopes—including change time—on size 4¾" x 6¾".

F. L. SMITHE MACHINE Co., Inc.

633 West 44th St.

New York City



The quality details of fine workmanship are evident in every Ferdinand Buedingen box. The careful planning that has gone into its construction makes it look better, last longer, and sell faster.

Yet our customers pay little or no more to get these advantages because, through the years, we have gained this priceless knowledge: how to perfect greater display values and enhance sales appeal without adding to the cost.

We enjoy the patronage of many leading firms. May we interest you, too?

Ferdinand Buedingen Company, Inc. Rochester, New York

MAIL THIS COUPON

Name.....

Ferdinand Buedingen Co.
Rochester, New York

Address.....

Please show us how we can
improve our packages



R 'ROUND and CHRISTMAS RIBBONETTE

For seasonal products and for products that know no seasons . . . the brilliant, rich and striking beauties of Ribbonette provide the key to greater display, increased consumer attention and larger SALES! ☺ Ribbonette is available in hundreds of brilliant stock patterns . . . in infinitely varied color combinations . . . or made to order to match your boxes, wrappers or trade marks. ☺ Examine the samples above. Send for tying-length samples . . . or send us your package or packages and let us tie them with appropriate Ribbonette. They will be returned to you, without obligation. Act now!

RIBBONETTE DIVISION

CHICAGO PRINTED STRING CO.
2319 LOGAN BLVD., CHICAGO, ILL. • 55 W. 42nd St., NEW YORK



**PACKAGE
MOLDING**
is no SIDE LINE
with us!

There are two score or more Grade-A molders in this country . . . able and equipped to do fine molding work.

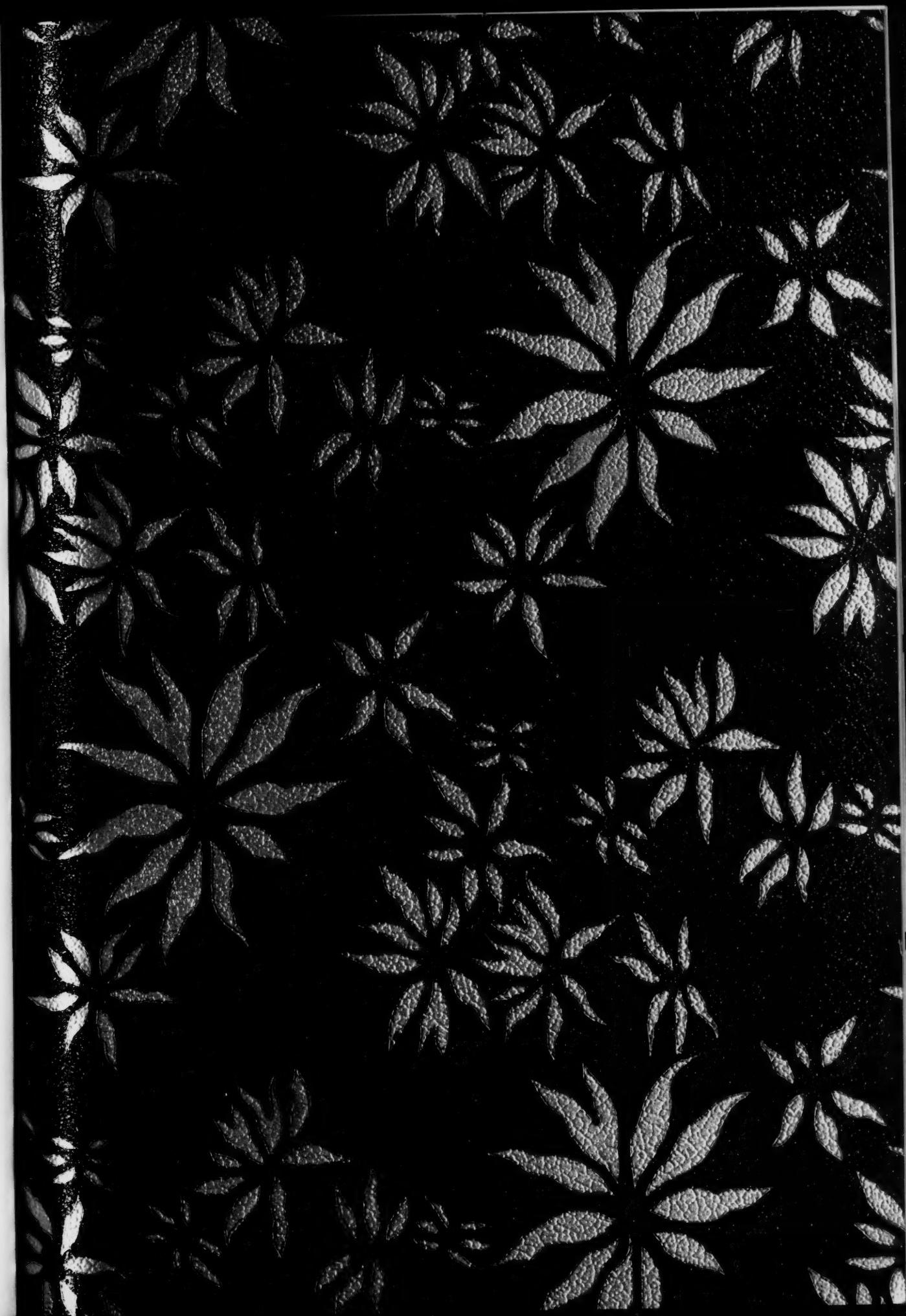
But . . . your package molding problems call for something more than engineering skill and a shop full of presses.

Here, at the Mack Molding Company you will find a staff that has proven . . . by repeated successful work in the *package* field . . . its ability

to mold containers that meet the one supreme test of sales.

May we show you the many successful packages we have produced . . . and the reasoning behind their development. May we have the opportunity to help you in devising a sales-compelling molded kit. May we . . . in terms of costs, designs and methods . . . justify our claim to the title, "Molders, by special appointment, to the Packaging Trades."

MACK MOLDING COMPANY
MAIN STREET,
WAYNE, N. J.





A phone or a letter will bring you our 1936 sample book showing many ideas for covering your Christmas and "Year-Round" Gift Boxes.

Sheets for dummy purposes will be gladly sent upon request.



Charles W. Williams & Co., Inc.

Authorities on Box Covering Papers

303 LAFAYETTE ST.

NEW YORK

624 So. Miller St.
CHICAGO

167 Oliver Street
BOSTON

"Has your line been Toned?"

This sample is just one of the many attractive Christmas Papers stocked for immediate delivery.

CHRISTMAS SALES *via the Package*

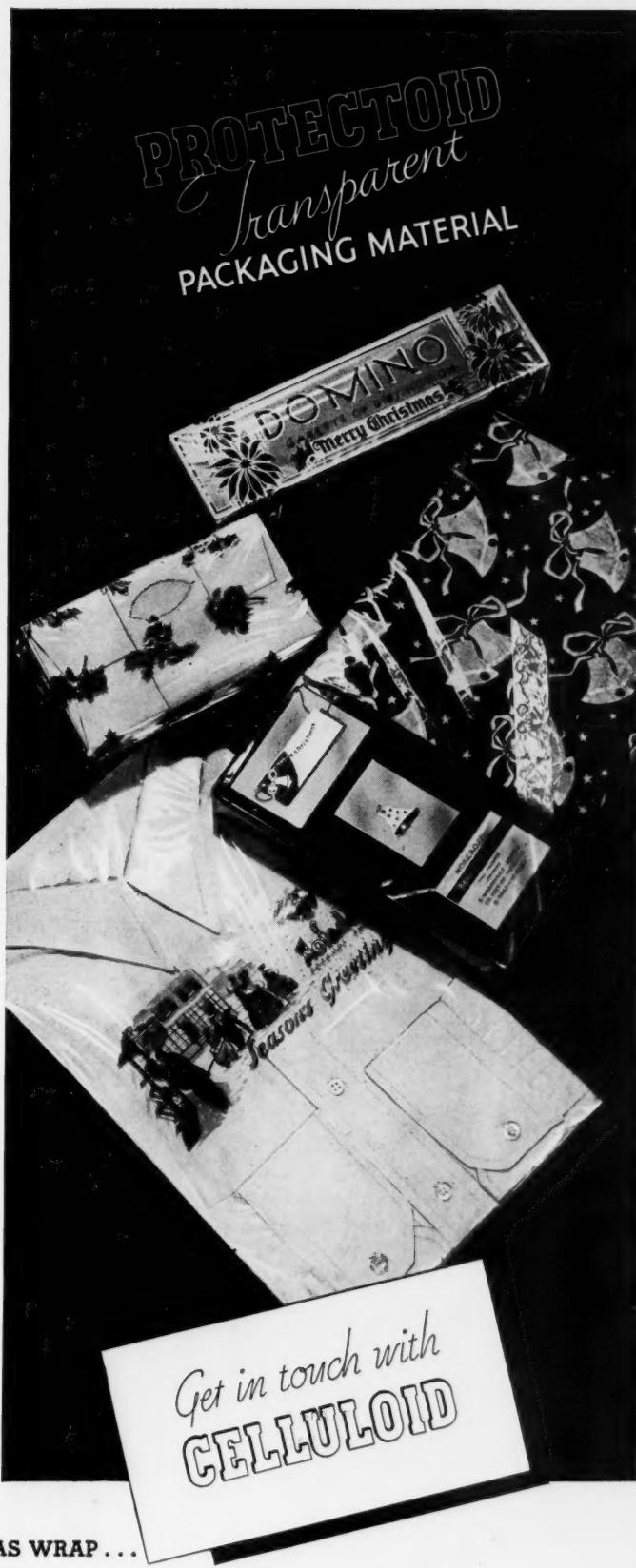


OFTEN a simple thing like a dressy package so improves the eye-appeal of a product that holiday volume increases tremendously. Outstanding among the features that help "put over" many packages is transparency. A glistening, transparent wrap, appropriately printed in appealing Yule colorings, has been found surprisingly effective. Or, in the case of cartons, a transparent wrapping over a well-known container adds immeasurably to its attractiveness.

Protectoid — a product of Celluloid Corporation—with its magic of absolutely grainless crystal-clarity, its non-shrinking, non-stretching virtues, its perfect printing surface, its freedom from brittleness, offers limitless possibilities for novel wraps and all forms of containers. This includes window packages, washable molded covers and even completely transparent rigid containers.

A new national advertising campaign for Protectoid has brought hearty response from many leading manufacturers who find one or more of its eleven outstanding advantages the long-sought answer to their packaging problems. Write for booklet describing the virtues of Protectoid and showing its use in all weights — from the thinness of .00088" to any thickness or rigidity desired. Address Celluloid Corporation, 10 East 40th Street, New York City, sole producer of Celluloid, Lumarith and Protectoid. (Trademarks Reg. U. S. Pat. Off.)

**IF YOU ARE PLANNING A CHRISTMAS WRAP...
or...if you are working on a transparent package**

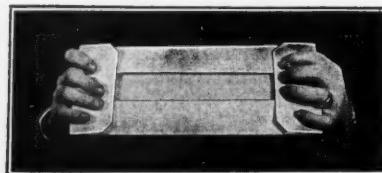


Compare SIMPLEX Boxes



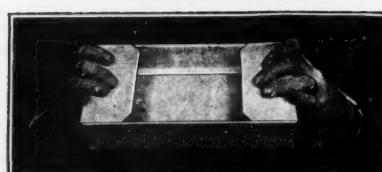
Presto—Set Up

Modern



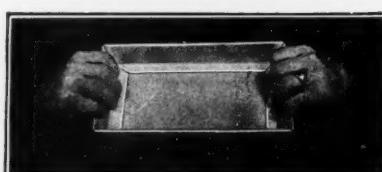
Simplicity

Advantageous



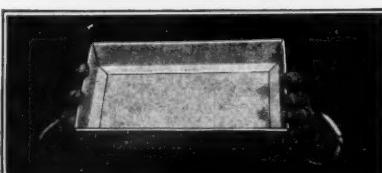
Serviceable

Practical



Dependable

Sturdy



Economical

4. The finished box—solid and strong.

Look at a Simplex box. You will like it better and better. Consider its advantages, conveniences and operating economies, as well as its practical and sturdy construction which combine the best features of both folding and set up boxes. Mechanically produced, the boxes are uniform in size and workmanship.

SIMPLEX BOXES ARE MODERN

Special boxes for individual customers, footwear boxes, mailing boxes, and stock boxes for hundreds of purposes.

Display lids on one piece boxes; or two piece boxes, of all kinds, sizes, and weights of cardboard are made for customers in many different industries.

Designs to create marketability of customer's product are furnished upon request.

Buy Now and Improve Your Carton.

Your Inquiries are Invited

SIMPLEX PAPER BOX CORPORATION
LANCASTER, PENNSYLVANIA

Transparent BAG USERS..



PATENT
APPLIED FOR

DUO·SEAL

• HEAT SEALED *plus* GLUE SEALED.

Creates

Introducing
a siftproof, moistureproof bag

THE
MUNSON BAG CO.
CLEVELAND · · · OHIO.

Packaging that Converts Goods into Gifts—

MANUFACTURERS who promote the sale of staple merchandise to the holiday trade know the reluctance of many shoppers to give "practical" gifts at Christmas time. Luxury or novelty items often seem to be the chief demand.

Today, through use of lustrous, colorful Bakelite Molded in packaging, utility products, as well as special holiday goods, are readily converted into genuine, fast-selling gift merchandise.

Boxes, containers and other packages made from Bakelite Molded have the unmistakable appearance and "feel" of quality. When designed for dual use...first as a package, then as cigarette box, jewelry

case or other personal convenience...they offer added sales appeal for gift use.

Bakelite Molded packages may be obtained in many standard types and sizes with wide color selection, or may be produced, economically, in practically any special size or shape, and in numerous colors and color combinations.

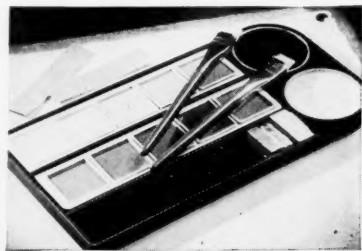
In the planning of holiday packaging, manufacturers and package designers are urged to consider the exceptional opportunities for obtaining combined beauty and utility advantages through use of Bakelite Molded. Write for our interesting booklet 8C, "Restyling the Container to Increase Sales."



BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada



Pioneer Belt and Buckle packed in dual-use gift box of lustrous red and duo-tone green Bakelite Molded.



Dry Painting Set with handsome, durable palette of black Bakelite Molded. Product of Binney & Smith Co.



Gift set of Spencerian Pen and Pencil in rich duo-tone brown Bakelite Molded box with yellow cover.

La Cross Manicure Set in red Bakelite Molded box which serves as attractive cigarette or jewelry box when emptied.

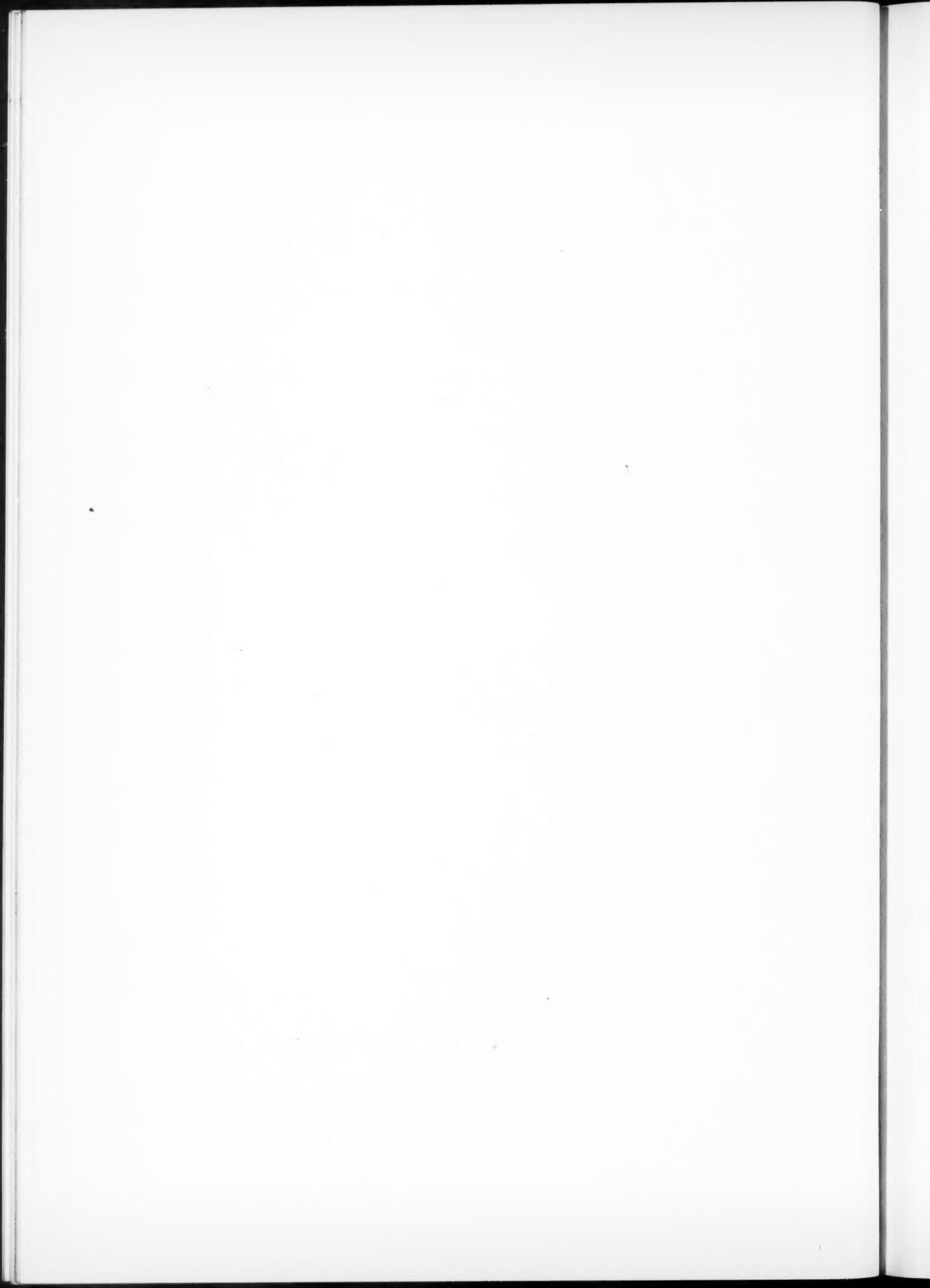
BAKELITE
REGISTRED U.S. PAT. OFF.
The registered trade marks shown above distinguish materials
manufactured by Bakelite Corporation. Under the symbol "B" is the
numerous sign for infinity, or unlimited quantity. It symbolizes the infinite
number of present and future uses of Bakelite Corporation's products.

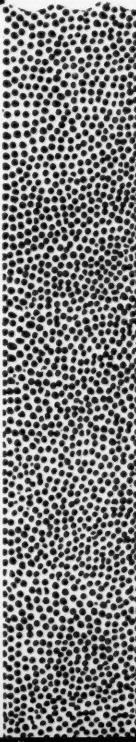
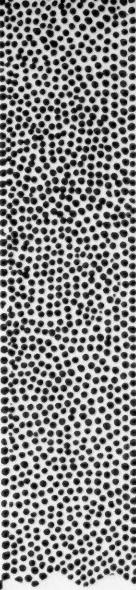
THE MATERIAL OF A THOUSAND USES

KELLER DORIAN

THE HOUSE OF QUALITY

*A*nounces....





..... the opening of
a plant at Stamford,
Conn. for the manufacture
of
STAINLESS METAL FOILS



PROTECTION AND EYE APPEAL PLUS

HEAT PROOF
ODOR PROOF
LIGHT PROOF
VERMIN PROOF
MOISTURE PROOF
PERMANENT BRILLIANCY . . .

... ARE ALL THE QUALITIES WHICH WILL BE INCORPORATED IN YOUR PRODUCT WHEN PACKED IN STAINLESS METAL FOILS.

THE PRACTICAL AND ECONOMICAL GENUINE METAL LEAF COVER MADE OF ONLY THE BEST QUALITY METAL OF UNIFORM THICKNESS.

STAINLESS METAL FOILS Are also the proper *insulating* materials as they have the power to reflect 95% of all radiated heat.

A large list of perishable and semi-perishable products can today be protected and saved. Stainless Metal Foils are the ideal protection for:

PERISHABLE

Butter	Yeast
Candy in its various forms	Ice Cream
Chocolate	Cut Tobacco
Chewing Gum	Cigarettes
Tea	Soap
Cake	Milk(Bottle Caps)
Cheese	Photo Films

SEMI-PERISHABLE

Box Covers	Labels
Box Liners	Vanity Boxes
Cartons	Gift Wrappers
Bottle Cap Liners	Window Displays
Typewriter Ribbons	
Bottle Necks	Housing Insulation

OUR PLAIN STAINLESS METAL FOIL CATALOG IS AT YOUR DISPOSAL



KELLER-DORIAN

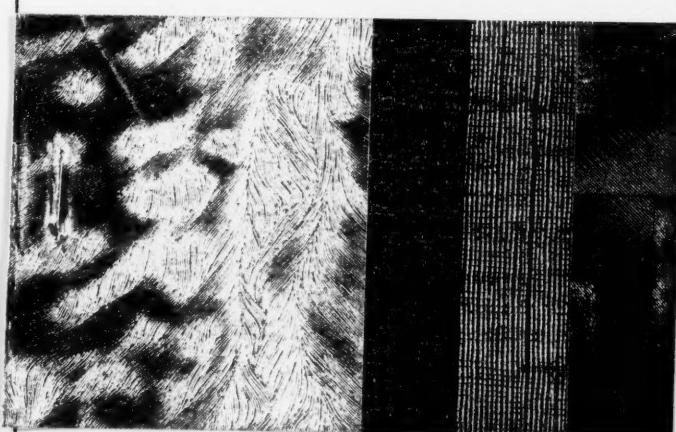
KELLER-DORIAN

STAINLESS METAL FOIL in its various finishes, PLAIN AND EMBOSSED IN SILVER, GOLD, COPPER, GUNMETAL AND ANTIQUE will hold and attract the eye.

They are the most effective sales medium your product can possess in dressing up your cartons, boxes and all types of packages. The advantages of product protection, durability and display value are combined in these finishes.

Although our Stamford plant is a new mill, it is backed by the knowledge, experience and craftsmanship of our long established European mill, the original manufacturers of foil backed paper.

OUR LIGHT EMBOSsing, HEAVY EMBossing AND ANTIQUE CATALOGS CONTAIN OUR FULL RANGE OF DESIGNS AND FINISHES.



MADE IN
U. S. A.

... COTTON VELOUR

On the 18th of March 1888, Mr. A. Keller-Dorian always in search of original and beautiful effects discovered that by applying crushed cotton in powder form on a paper covered with a mordant coating, a perfect imitation could be obtained of

SUEDE LEATHER

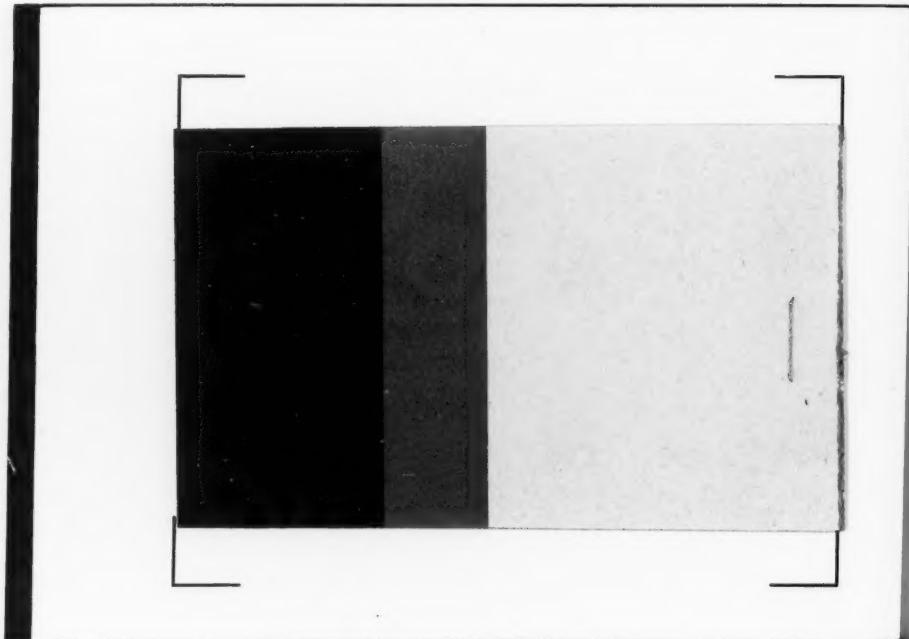
This stroke of genius started Keller-Dorian's fame and prestige. Since that memorable day which marks an important phase in the history of Fine Cover Paper Manufacturing

KELLER-DORIAN'S COTTON VELOURS

have attained far reaching renown. All select and exacting users and designers in North and South America, Europe, Asia and Africa have, during these many years acclaimed this quality as the outstanding creation in cover papers.

14th Price Reduction

This new saving in cost will permit the use of Cotton Velour in several fields where they were heretofore prohibited due to price.



Obtainable in the twenty exquisite colors contained in our 1936 Catalog.

KELLER-DORIAN

KELLER-DORIAN

SILK VELOUR

symbol of Beauty — Distinction — and Quality known the world over as the Aristocrat of all DeLuxe Cover Papers.

Comes to you in thirteen exquisite colors of appealing freshness.

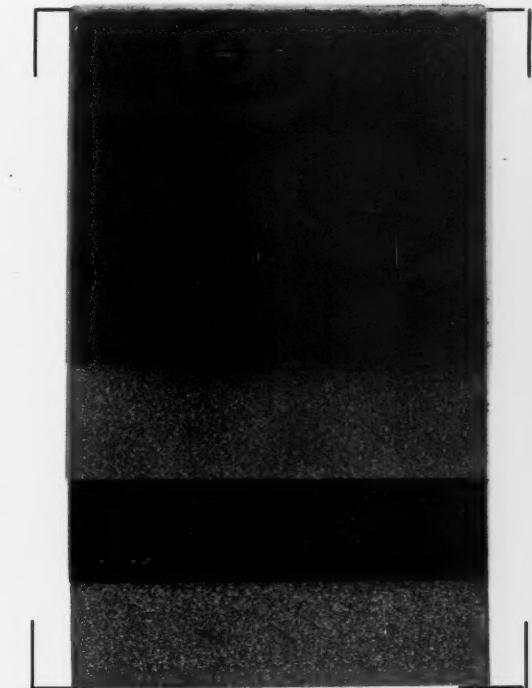
The use of SILK VELOURS assures the Attention, Value and Magnificence that only this unique real silk surface of outstanding quality can provide.

Exceptional effects can be obtained by printing SILK VELOUR'S unusual surface in line or halftone.

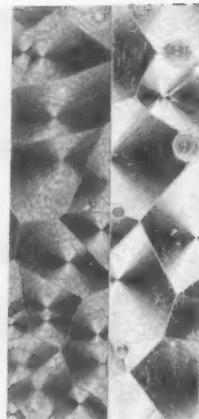
In SILK VELOUR, Keller-Dorian have arrived at a masterly portrayal of color harmony, beauty and effectiveness.

Ask for our 1936
SILK VELOUR
Catalog

10th Price Reduction
brings the cost of this
quality to 50% of its
original value.



KELLER-DORIAN



presents a new Pearl Paper—MOTHER OF PEARL—so low in cost that it permits its use in every field.

ODORLESS
NON-CURLING
PERFECT PRINTING QUALITIES
ABSOLUTE CONTROL OF CRYSTALLISATION

these combined features make Keller-Dorian's 1936 MOTHER OF PEARL ideal for:

Boxes
Greeting Cards
Candy Packages
Announcements

The faint and exquisite pastel shades of the South Sea Shells are reproduced and are available in the many colors contained in our Catalog.

Ask for our MOTHER OF PEARL Catalog

CONTINENTAL GLOSS

comes to you in many colors and designs. The soft luxurious effects shown in our 1936 Continental Gloss Catalog will lend to your

Boxes

Cards

Catalogs

Displays

Beauty and Character

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

SMART, PRACTICAL and ECONOMICAL

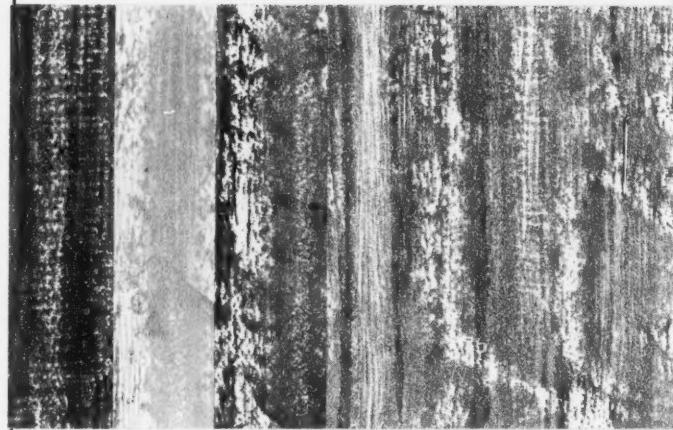
Our 1936 Continental Gloss Catalog is available on request.

KELLER-DORIAN

MADE IN U. S. A.



MADE IN U. S. A.



WOOD GRAIN PAPERS

KELLER-DORIAN in 1936 makes available a series of wood effects closely resembling

OAK

PLATANE

SYCAMORE

BIRCH

CHESTNUT

MULBERRY

POPLAR

ROSEWOOD

MAHOGANY

These papers possess admirable decorative, printing and working qualities so essential to the beauty and construction of boxes, greeting cards, displays and catalogs.

Their low price range and the fact that they are carried in rolls make possible their use for quantity production.

The following papers are fade proof and water fast:

Platane

Sycamore

Chestnut

Birch

Rosewood

Mulberry

ASK FOR OUR 1936 WOOD GRAIN CATALOG

KELLER-DORIAN

REPRESENTATIVES

THE PRATT PAPER COMPANY, 136 Federal St., Boston, Mass.

THE MATTHIAS PAPER CORPORATION,
425 Arch St., Philadelphia, Pa.

THE QUEEN CITY PAPER COMPANY,
2062-2068 Reading Road, Cincinnati, Ohio.

THE CHICAGO PAPER COMPANY, 801 South Wells St., Chicago, Ill.

DWIGHT BROTHERS PAPER COMPANY,
626 South Clark St., Chicago, Ill.

THE ORPCO PAPER COMPANY,
158 North Broadway, Milwaukee, Wis.

ORCHARD PAPER COMPANY,
3914-24 North Union Blvd., St. Louis, Mo.

NORTHWEST PAPER SALES INC., 1203 Western Ave., Seattle, Wash.

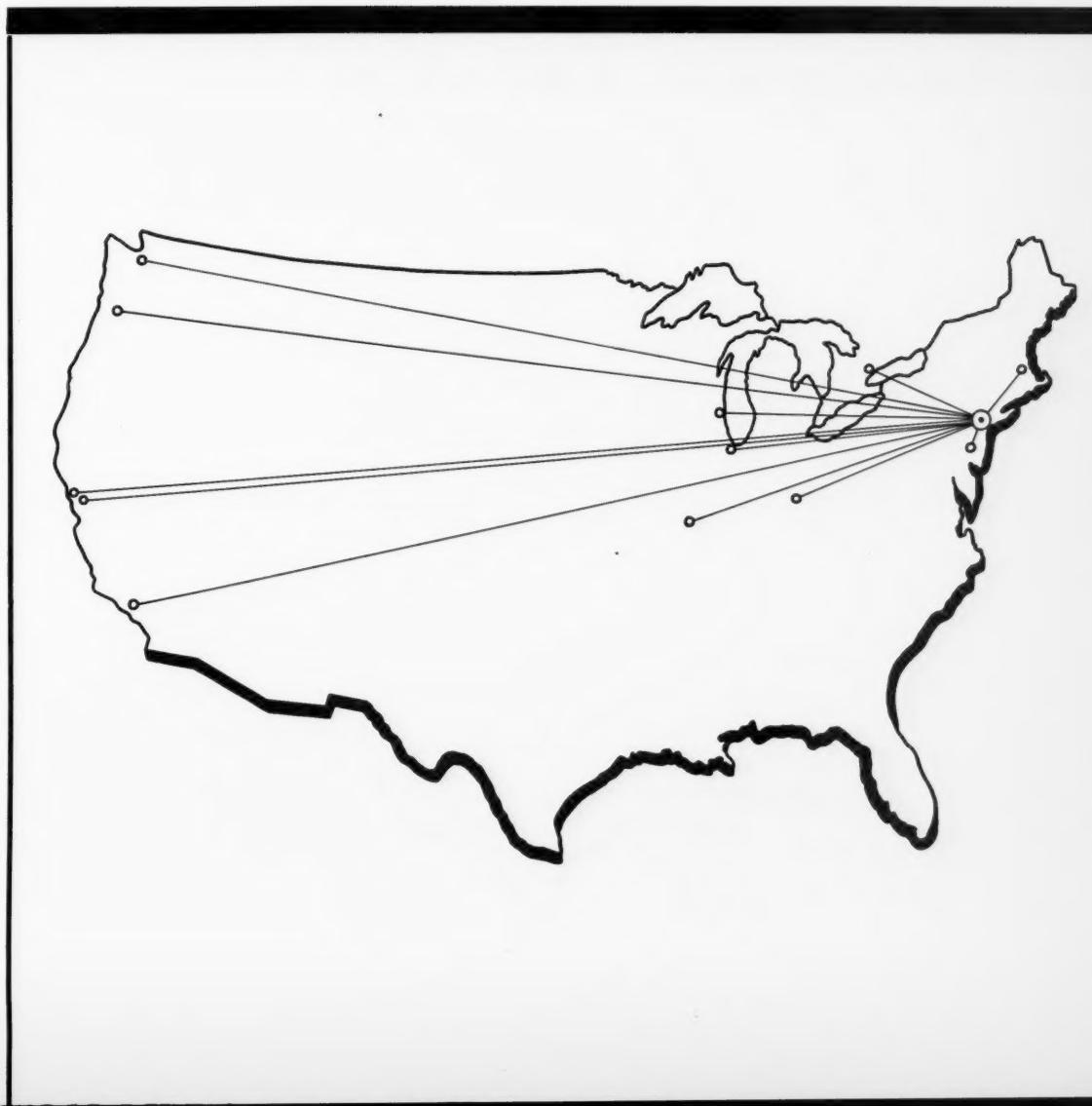
BLAKE, MOFFITT & TOWNE,
242 South Los Angeles St., Los Angeles, Cal.

BLAKE, MOFFITT & TOWNE, 41 First St., San Francisco, Cal.

BLAKE, MOFFITT & TOWNE, Sixth & Webster Sts., Oakland, Cal.

PAPER SALES LTD., 11 King St. West, Toronto, Canada.

PACIFIC & ATLANTIC TRADING CO., S. A.,
Gante 15 Mexico, D. F., Mexico



KELLER
DORIAN
PAPER
CO., INC.

390 FOURTH AVENUE
NEW YORK, N. Y.

THE HUMAN EYE



IS NOT ENOUGH

The smoothness of *Concora* paperboards is measured and controlled by laboratory instruments a hundred times as accurate as the human eye.

This scientific accuracy extends throughout the manufacture of all *Concora* products—solid fibre and corrugated shipping containers and folding cartons, fits them to perform distinguished service in providing the strength that protects and the beauty that sells your merchandise. Ask the *Concora* representative for details.



Clears up the subject of Corrugated Containers
Send This Coupon for Free Booklet That Will Help You in Your Buying.

CONTAINER CORPORATION OF AMERICA C 8
111 West Washington Street, Chicago, Ill.
Gentlemen: Please send me a copy of "The Corrugated Shipping Case."

Name _____
Position _____
Company _____
Address _____

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS
MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS



FOR THE CROWNING PERFORMANCE!

... Mundet brings the unusual resources and experience of an organization that has specialized in Closure manufacture for more than seventy years. • From the simple cork to decorative molded and metal closures, Mundet offers a wide range of types to fit individual packaging requirements. In stock designs or made to special order. • If you have an unusual sealing problem, our technicians offer competent and practical advice. We shall be glad to make a study of your product requirements and to submit suggestions without obligation. • Write to us for solutions to your closure problems, or for free samples of our closure products.

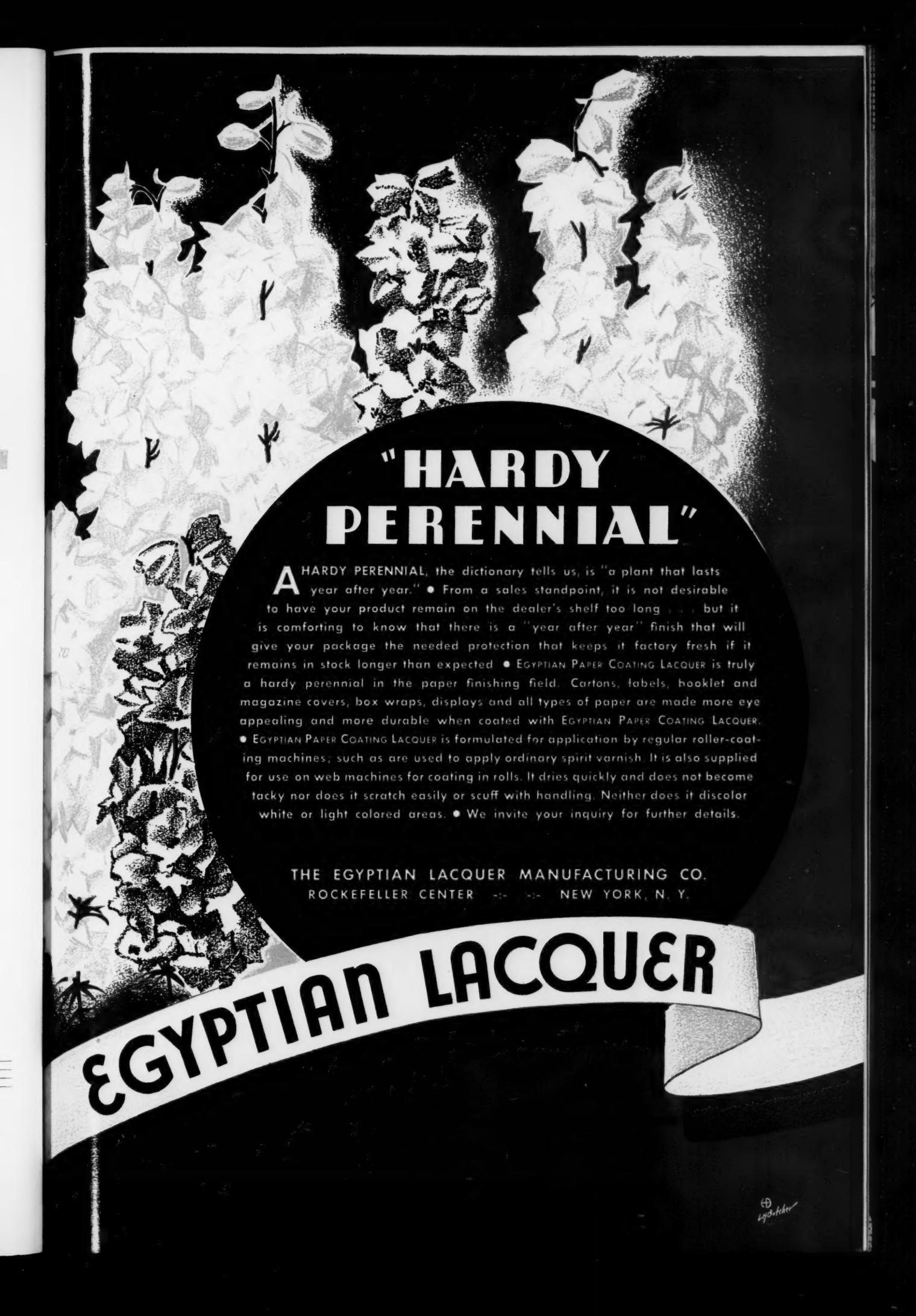
For complete information concerning Mundet Closures and closure service, write for a free copy of "Solutions to Closure Problems."



This is a 16 page illustrated booklet describing types of closures for a wide variety of products. Also includes information on liners.

MUNDET CORK CORPORATION

65 South 11 Street, Brooklyn, N. Y.
Offices and Warehouses in Principal Cities



"HARDY PERENNIAL"

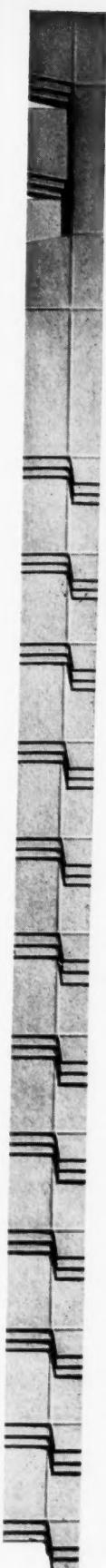
A HARDY PERENNIAL, the dictionary tells us, is "a plant that lasts year after year." • From a sales standpoint, it is not desirable to have your product remain on the dealer's shelf too long . . . but it is comforting to know that there is a "year after year" finish that will give your package the needed protection that keeps it factory fresh if it remains in stock longer than expected • EGYPTIAN PAPER COATING LACQUER is truly a hardy perennial in the paper finishing field. Cartons, labels, booklet and magazine covers, box wraps, displays and all types of paper are made more eye appealing and more durable when coated with EGYPTIAN PAPER COATING LACQUER. • EGYPTIAN PAPER COATING LACQUER is formulated for application by regular roller-coating machines, such as are used to apply ordinary spirit varnish. It is also supplied for use on web machines for coating in rolls. It dries quickly and does not become tacky nor does it scratch easily or scuff with handling. Neither does it discolor white or light colored areas. • We invite your inquiry for further details.

THE EGYPTIAN LACQUER MANUFACTURING CO.
ROCKEFELLER CENTER - - - NEW YORK, N. Y.

EGYPTIAN LACQUER

©
Lyngstader





WARNERCRAFT
THE FINEST WORK IN PACKAGING

"CHEAP" BOXES NEVER PAY

A few cents skimped on stock, make-ready, register, plates and ink may give you a cheaper purchase price—but usually it costs you far more in the end.

In Warnercraft Packaging we insist on quality production, and by the combination of practical design, modern equipment and skilled employees have proven that quality packaging at a fair price is the most efficient and economical purchase for the manufacturer or distributor.

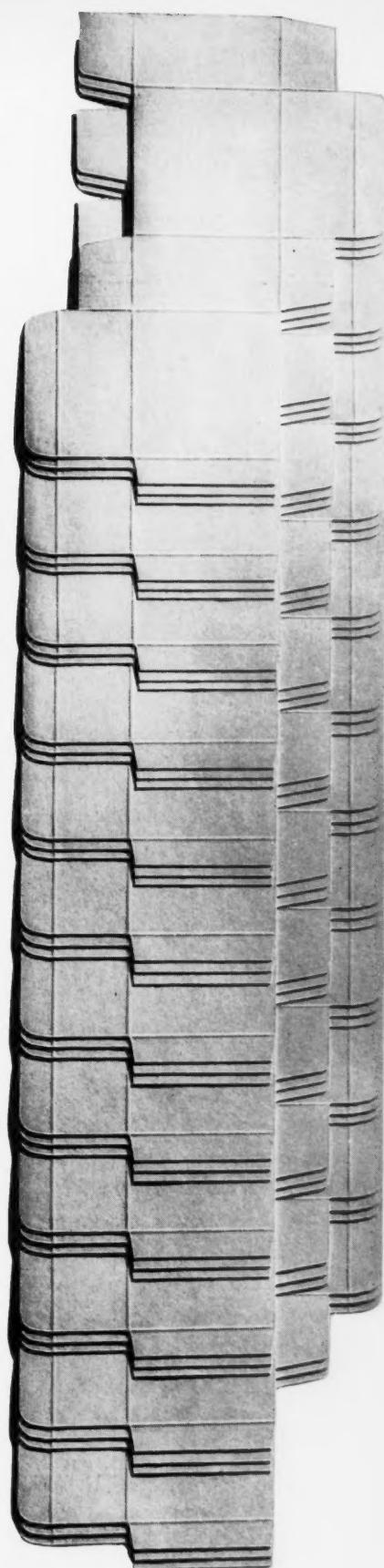
If you have had packaging troubles—spoilage, rough edges, imperfect register, unsatisfactory colors or other faults that run up costs and reduce sales—let us talk with you about improved quality.

And, whether you wish the smartest hand-made, set-up boxes or the simplest folding cartons, you will find that Warnercraft quality is true economy in your final costs.

•
**FOLDING BOXES SET-UP BOXES
DESIGNING SERVICE**

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THE WARNER BROTHERS COMPANY
BRIDGEPORT
200 Madison Avenue, New York,
CONNECTICUT
ASHLAND 4-1195





EAL

Oval, Oblong, Square and Round,
Spiral convolutely wound;
Or what your needs may be in cans,
They all will fit in R. C. plans.

When you've had cans that wouldn't do,
You've looked a large assortment through;
It's then when you will understand,
The value of an R. C. Can.

It matters not how good you are,
In buying cans at below par;
The very best that you can get,
Is honest value every step.

The fact remains that price alone,
For lesser service can't atone;
The higher cost will be retrieved,
Where honest value is received.

You'll find that cans made by R. C.
Are built as good as they can be;
And not to meet a certain price,
To do those things that aren't nice.

To get real cans and service too,
This tip will be a help to you;
Don't waste your time to scheme and plan
Just 'phone or write the R. C. Can.

R. C. CAN COMPANY

MAIN OFFICE AND FACTORY
121 CHAMBERS ST., ST. LOUIS, MO.

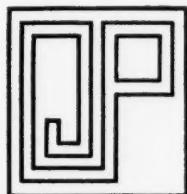
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ARTISTIC • PRACTICAL • WORKABLE
PAPERS



STAINLESS METAL FOILS

Plain, Light and Heavy Embossed,
Pre-gummed and Boards.

{ Green
Red
Mat Silver
Bright Gold

IMITATION JAPANESE WOOD VENEER

{ Silver Ash
Maize
Tobacco
Mahogany

GENUINE JAPANESE WOOD VENEER

carried in 13 colors

{ No. 55
No. 100
No. 101
Birch
Sycamore
Chestnut

WOOD GRAIN (6 colors)

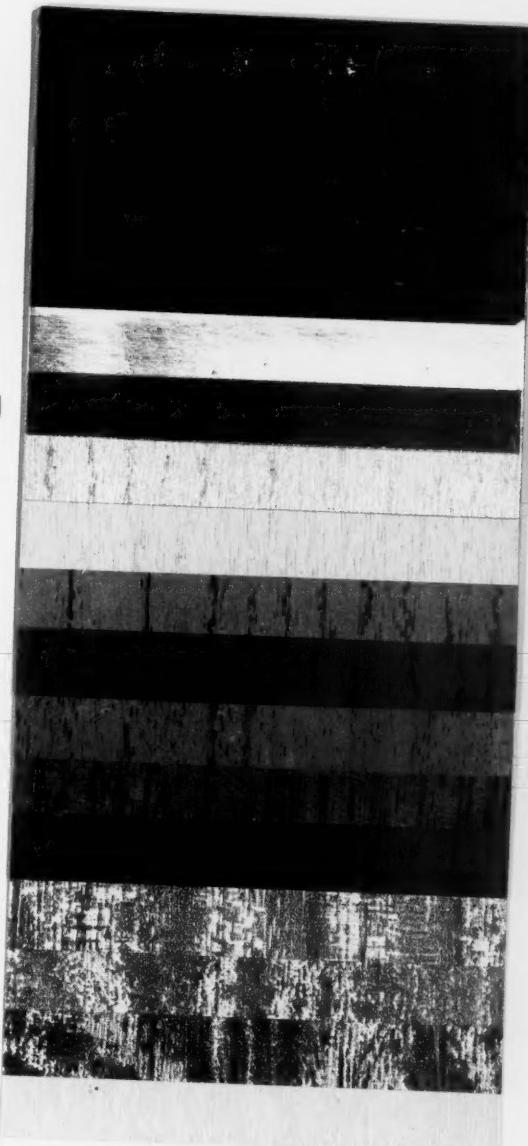
Poplar

FRENCH WOOD GRAIN (3 colors)

No. 5014

NATSUME LINE (Japanese)

25 fibre and color effects



FOR BOXWRAPS — LABELS — DISPLAYS — CARDS — CATALOG COVERS

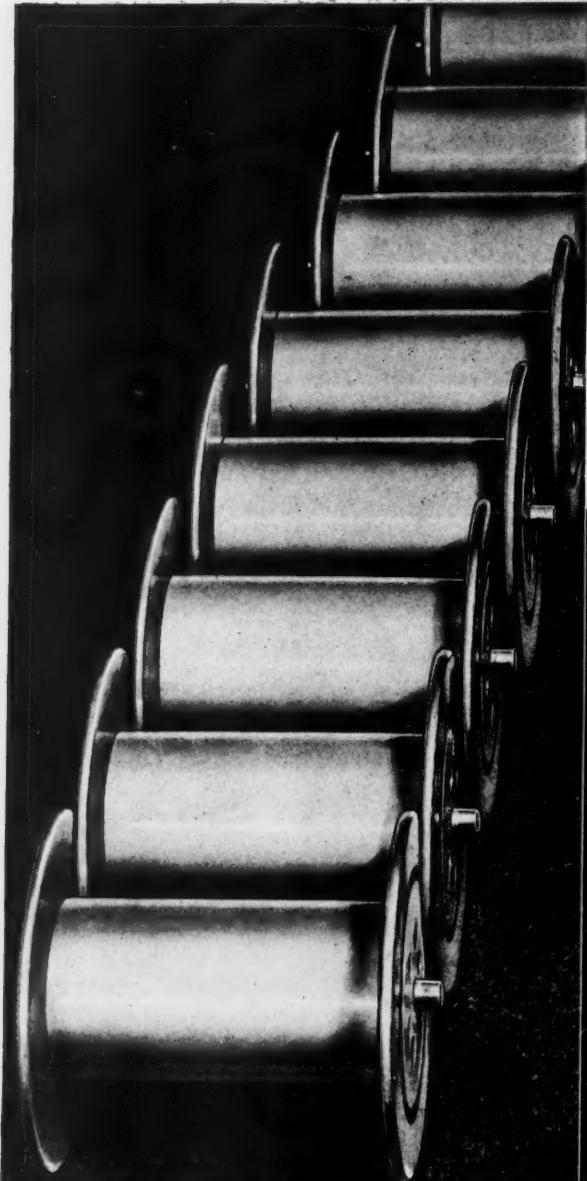
Carried in Stock by

JAPAN PAPER COMPANY

Established 1901

109 East 31st St., NEW YORK, Caledonia 5-6170 453 Washington St., BOSTON

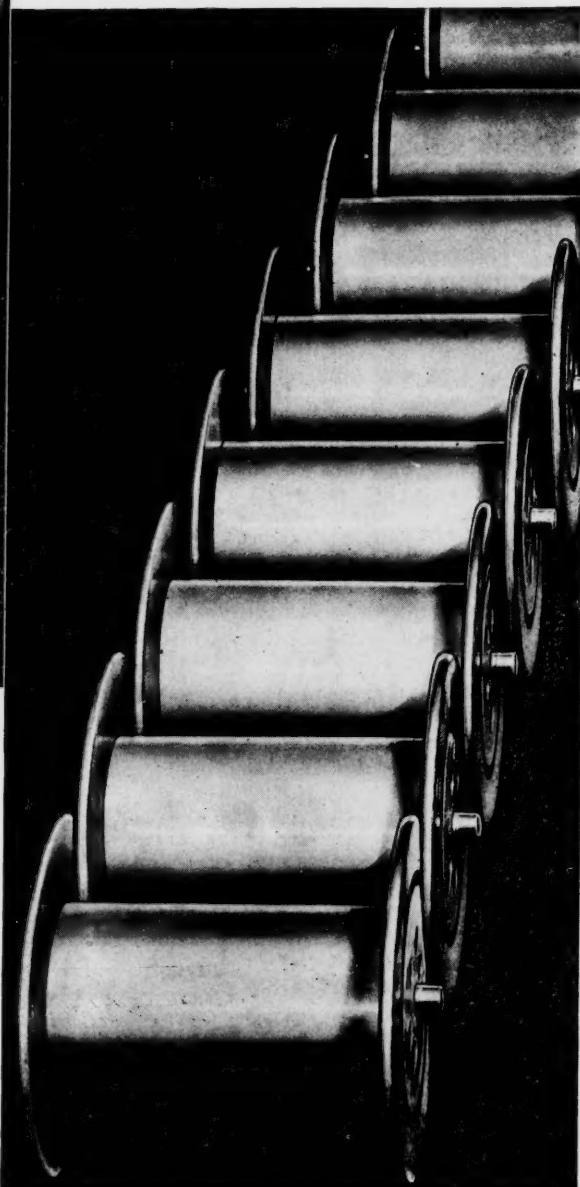
Further Samples and Prices on Request—Full Size Sheets Furnished for Dummy Purposes



● The Cloverleaf Manufacturing Company of Honesdale, Pennsylvania, called for an improved material for the cores of textile bobbins. After exhaustive tests Resinox was selected because it is practically indestructible as well as water-resistant, non-absorbent, light in weight, smooth, and without adverse effect on textile threads. The molding was done by the Tech-Art Plastics Company, Long Island City, New York.

MOLDED OF **RESINOX**

There is a Resinox molding material for every molding need . . . Consult your molder for detailed information or write the **RESINOX CORPORATION**, 230 Park Ave., New York, N. Y.





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Office
Delphi

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COMPLETE SERVICE

FOLDING CARTONS
COUNTER CONTAINERS
CUT OUTS & DISPLAYS

If you seek a source of supply which excels in creative ability and manufacturing craftsmanship, consult with the B&P organization. You will find our facilities complete, and sufficiently flexible to enable you to place the responsibility for every detail of your packaging and display requirements. . . Call Walker 5-9494 and a member of the B&P staff will place our services at your disposal.



PACKAGING REPRODUCED
HERE THROUGH COURTESY
OF GRAEME HARRISON
PRODUCED BY
BROOKS & PORTER, INC.

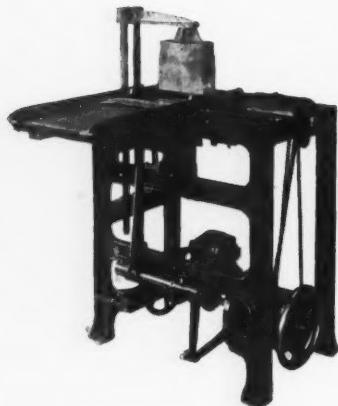
MAIL THIS COUPON

BROOKS & PORTER, Inc.
304 Hudson Street
New York, N.Y.

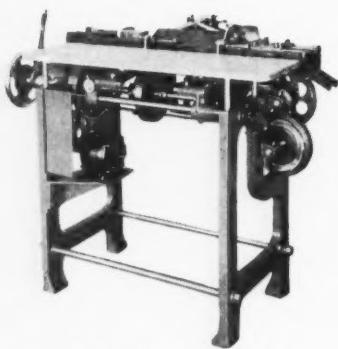
Please tell us how we can best improve
our cartons, labels and displays.

Samples of NAME
our product
are being
mailed under ADDRESS
separate
cover

BROOKS & PORTER, INC.
304 HUDSON STREET, NEW YORK



PETERS JUNIOR
FORMING AND LINING
MACHINE



PETERS JUNIOR
FOLDING AND CLOSING
MACHINE

GIVE ME THIRTY
FEET AND I'LL SAVE
YOU THOUSANDS
OF DOLLARS

I'm the Peters Junior Forming and Lining Machine. With my mate, the Junior Folder and Closer I make a carton-packaging line that can't be beat—that hasn't been beaten, for performance, in all of fifteen years.

Not that we're the same machines we were fifteen years ago. We're 1937 models and embody many mechanical improvements that far excel our past splendid efficiency.

But, we're the same type of machines that have saved as much as \$7,000 in a single year for some users . . . we're so economical, so fast, we pay for ourselves in a short time even if in use only a few hours a day . . . fully adjustable to a wide range of sizes and needing only one operator for the two of us.

Get to know more about us and our money saving ways.
Write our boss—

PETERS MACHINERY COMPANY

General Offices and Factory 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.





SMART NEW
PERFECTION
BOX COVERINGS
(MOISTURE PROOF)

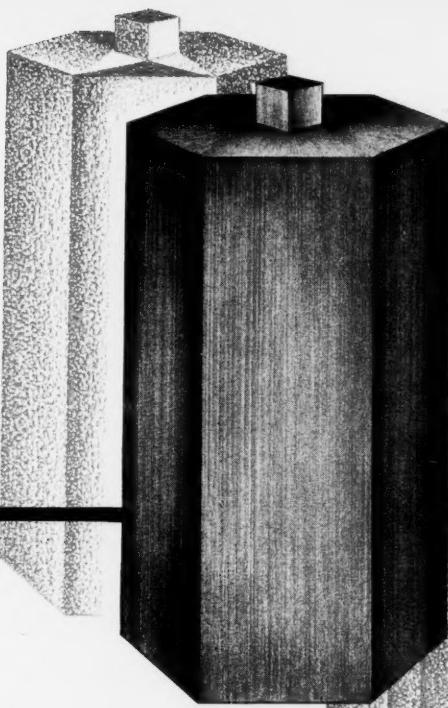
• Here's just one of our many modern motifs that will help thrill smart buyers. • The colors are our new brilliant ones—and they are moisture proof—will not smudge. This added feature does not increase your cost. • If you are interested in modernizing your packaged goods, why not ask for our samples and suggestions.

ROYAL CARD & PAPER CO.

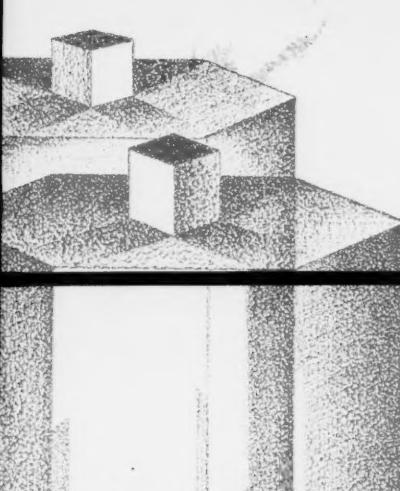
Manufacturers of Decorative Papers

ELEVENTH AVE. & 25TH ST. • NEW YORK, N. Y.

This sample is our Pattern No. WE-373-E obtainable in several color combinations.



WHAT IS THIS MODERN PACKAGING?

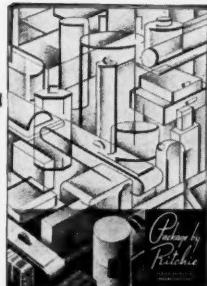


"WE READ ABOUT IT, HEAR ABOUT IT, TALK ABOUT IT, PAY GOOD MONEY FOR IT . . . BUT IN PLAIN ENGLISH WHAT'S IT ALL ABOUT?"

That's a fair question. Here is Ritchie's answer:

Modern packaging is packaging that gives to your product the appeal that makes people buy. It embodies the principles of artistic design with those of sound merchandising.

It gives to your product a character that inspires confidence, an individuality that sets it apart. It is not just something *different* or something *tricky*.



It could be both and still have no sales value. And if it doesn't *sell*, it isn't what we mean by modern packaging.

Modern packaging is based on a thorough knowledge of consumer trends and buying habits. It reflects in color, style and form the tastes and preferences of present day buyers. It combines striking appearance with sound construction to achieve the utmost in merchandising value.

This in brief is *our* conception of modern packaging. We will welcome an opportunity to show you how we put these principles into practice — with a PACKAGE BY RITCHIE.

WRITE FOR THIS FREE BOOKLET. It will give you a new appreciation of modern packaging, and new ideas about point-of-sale merchandising. It discusses clearly the important factors in modern package design; and tells how you can take advantage of Ritchie's unusual designing facilities.

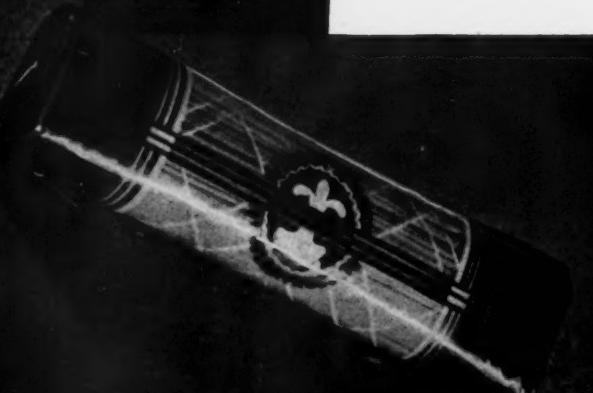
W. C. RITCHIE AND COMPANY 8849 BALTIMORE AVENUE CHICAGO
NEW YORK PHILADELPHIA DETROIT CINCINNATI LOS ANGELES ST. LOUIS MINNEAPOLIS FT. WAYNE



Printing on Cellophane in continuous rolls or flat sheets.



Spot-printed Wraps—continuous rolls for use in tight-wrapping where exact register is obtained with the electric eye.



Sheeted Wraps cut to size and made of Cellophane, waxed or plain paper.

Wraps BY ROYAL

OFFERING A COMBINATION OF MATERIALS, FINE PRINTING AND EXPERT STYLING DESIGNED TO BRING NEW SALES ADVANTAGES TO A HOST OF PRODUCTS WHICH MAY NOW BE REPOSING ON BACK SHELVES.

Write for Information



THOMAS M ROYAL & CO
PHILADELPHIA U.S.A.

NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON
ST. LOUIS MINNEAPOLIS SAN FRANCISCO DAYTON SYRACUSE
FORT WORTH ATLANTA HOUSTON



Bread Wraps—formed from a continuous band of Cellophane flanked on both sides by waxed paper.



Die-cut window Wraps of Cellophane and any paper, sheeted for hand wrapping—continuous rolls for machine wrapping.



Sheeted Wraps combining a continuous strip of Cellophane and any paper.

D
BRA
HEN
Phi
JOH
PAP
Yor
Ne
Coa
CITY
Little
Canan

Colors stepped
in the order
named

No. 9910 White Embrite
Red Foilmar Embossed Fabrex
No. 97 White Wave Silvergloss
A-8-71 Green Fabrex Embrite
A-4-S Dark Blue Star Silvergloss
A-4-P White Poinsettia Silvergloss
A-14-H-72 Nile Green Rayon Paper
A-2 Carmine Pintex

N E W
H O L I D A Y
P A P E R S
by
MARVELLUM

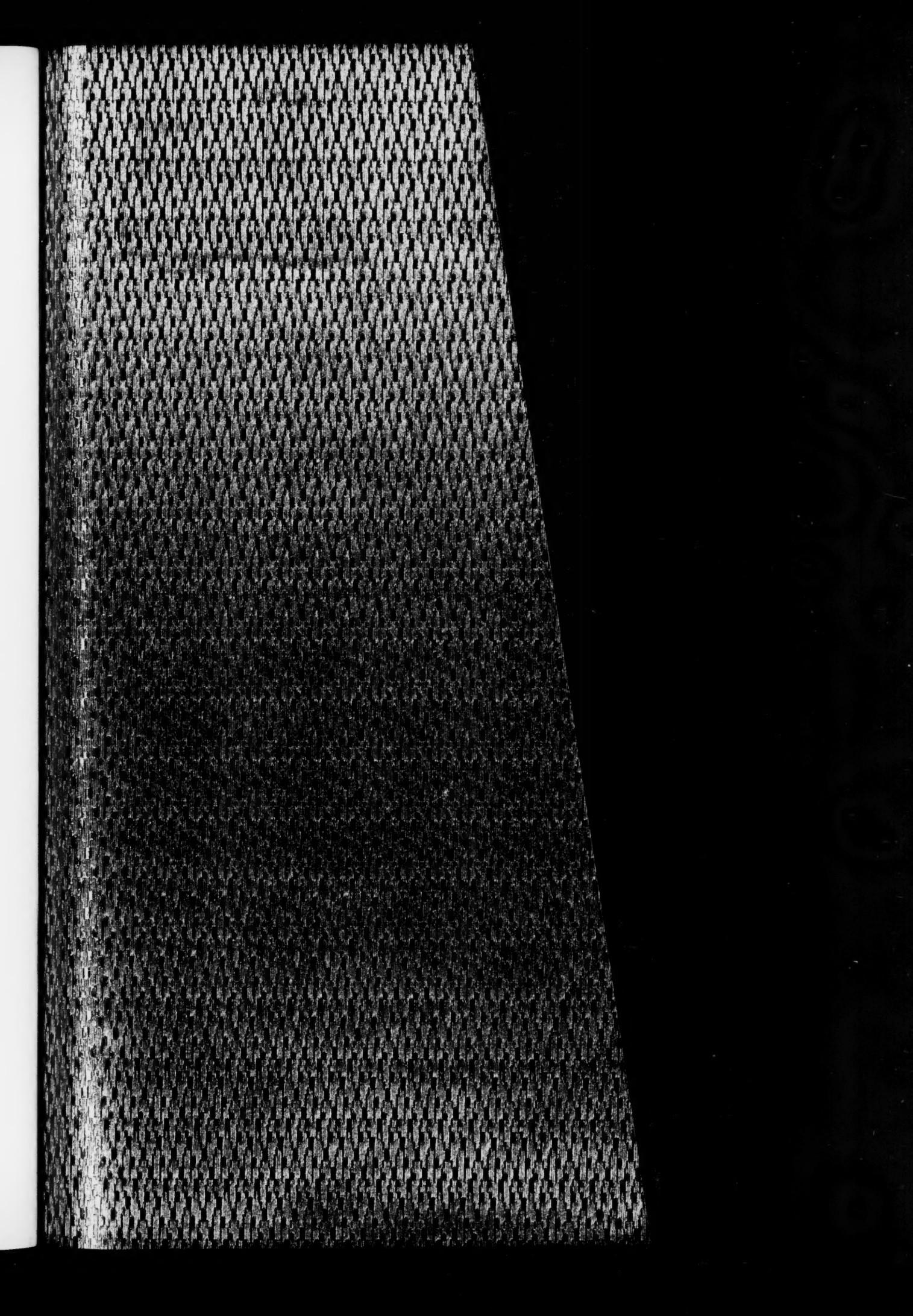
*H*undreds of other designs, colors, and combinations of embossing are available upon request. Just give us an idea of your requirements and we will be glad to submit appropriate samples.

the
MARVELLUM CO.
Papers
Distinctive **HOLYOKE · MASS**

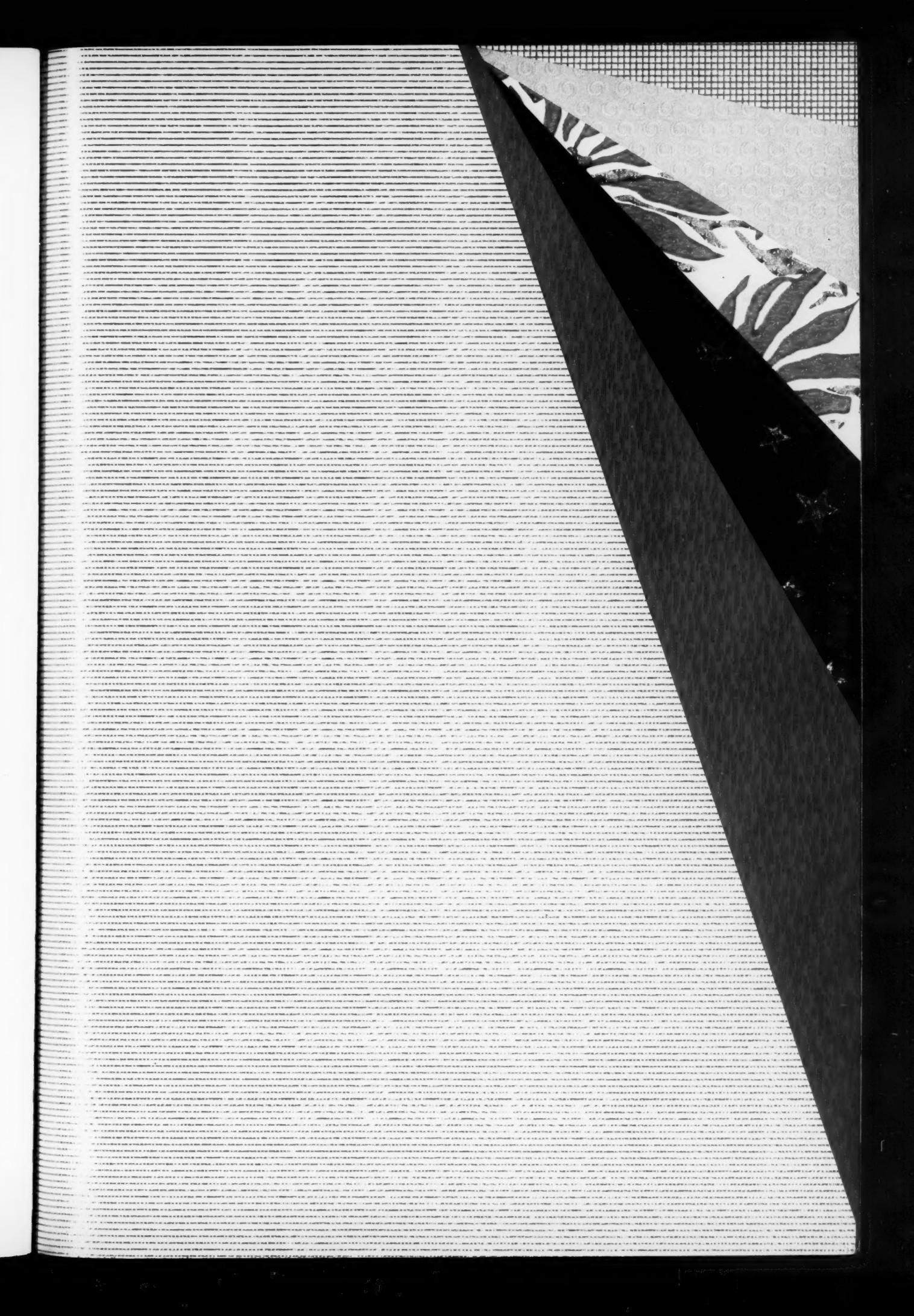
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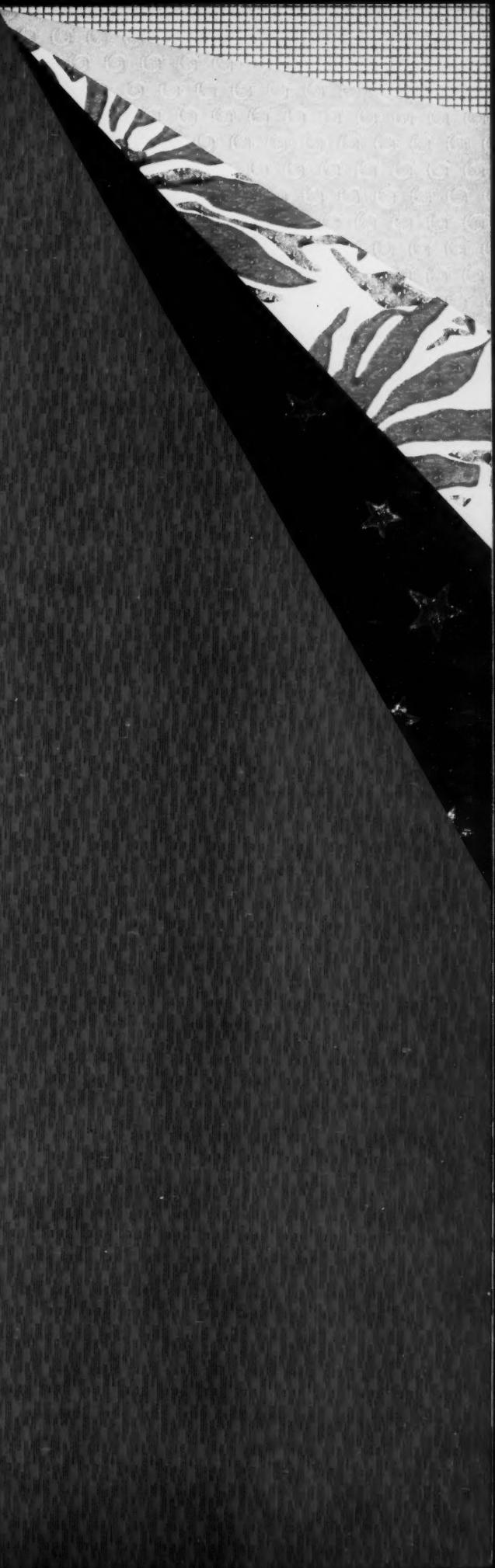












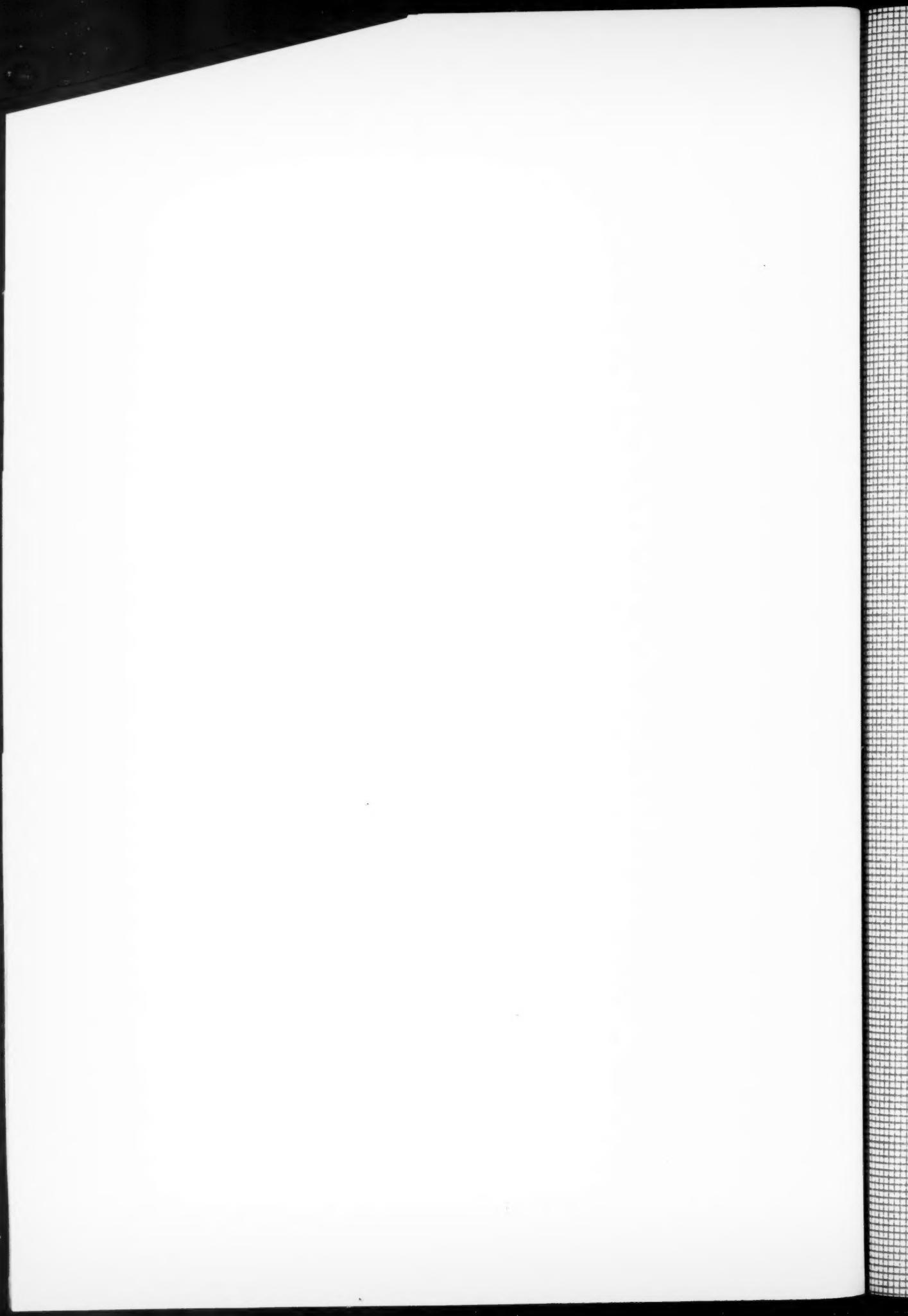


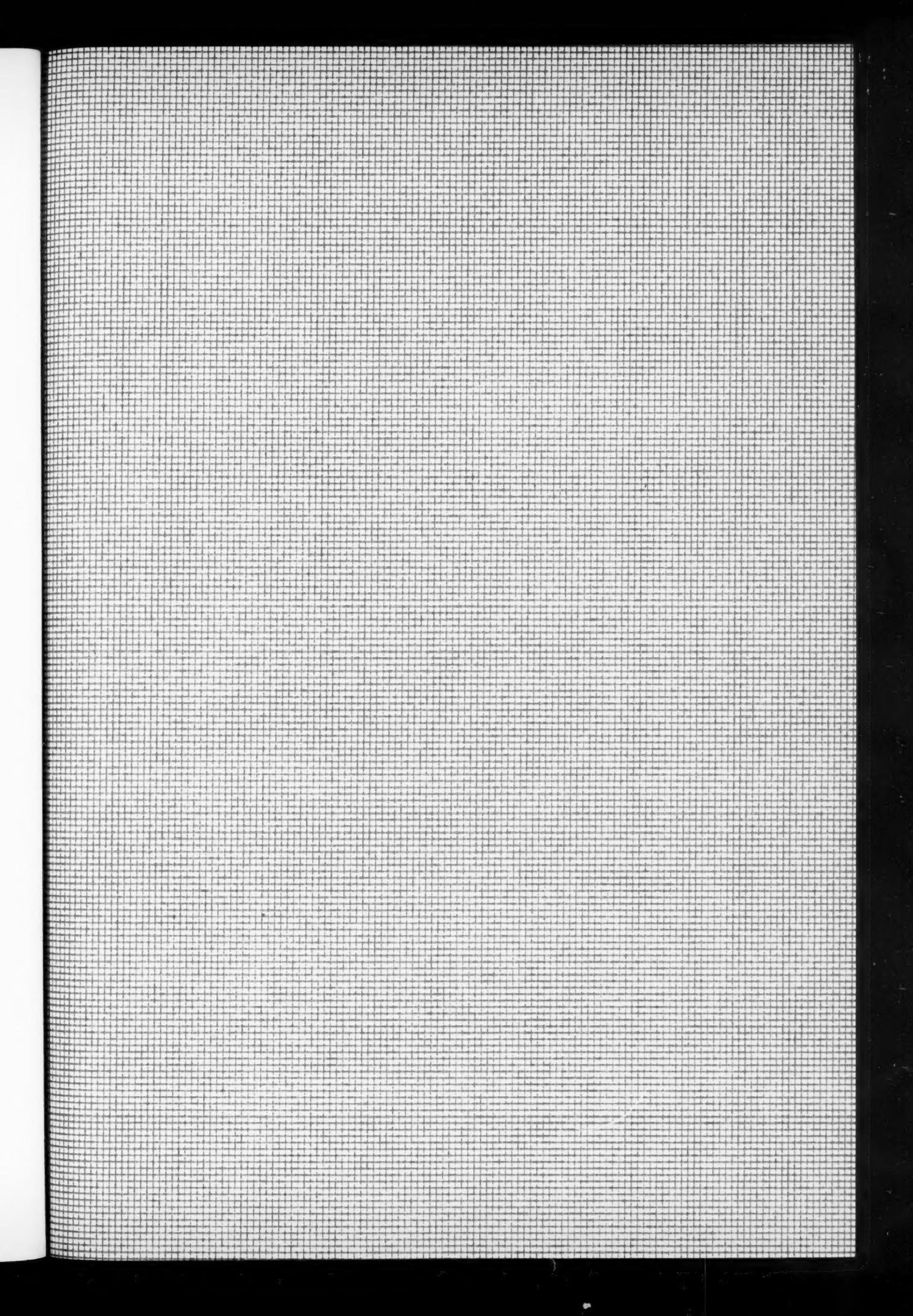


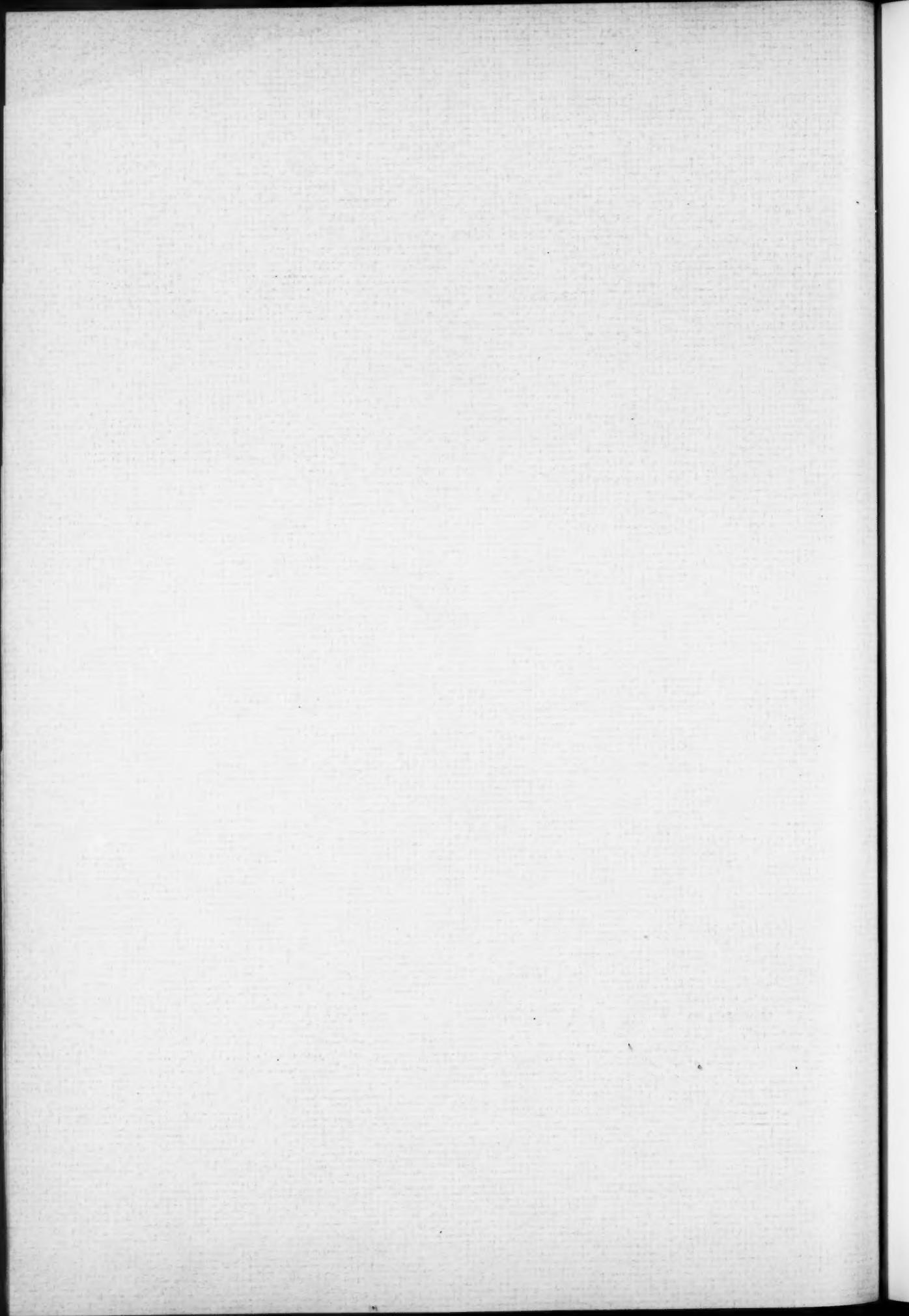




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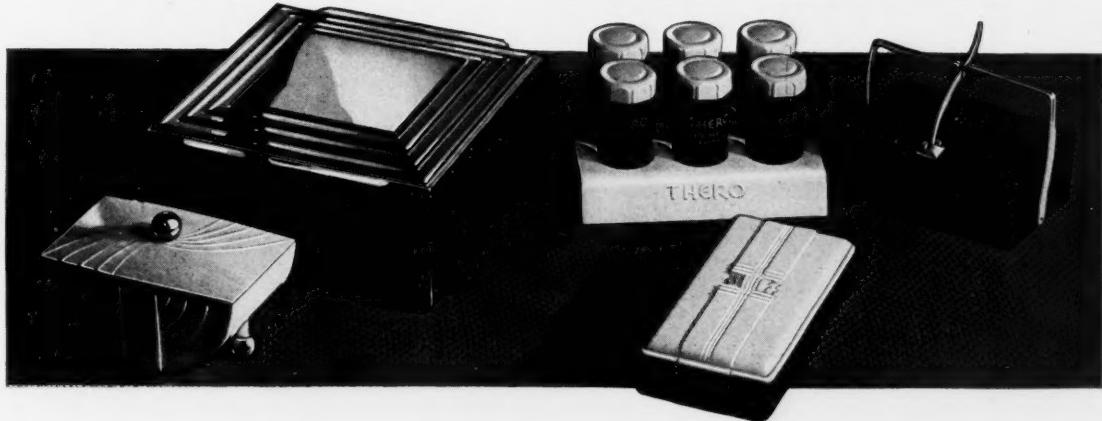




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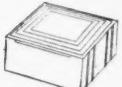
BROWN & WILLIAMSON TOBACCO CORPORATION . . . PARKER PEN COMPANY

SCHULTZ BAKING COMPANY . . . A. BRESLAUER . . . PIONEER SUSPENDER



INVESTIGATED THE MERCHANDISING POSSIBILITIES OF TEXTOLITE AND FOUND A WAY TO EXTRA PROFITS

Brown & Williamson introduced their famous Kool cigarettes in this Textolite box  and immediately put a million packs of cigarettes into the hands of smokers . . . Parker Pen packaged their fine pen and pencil sets in this Textolite container  and increased their sales appreciably . . . Schultz Baking Co.,

experienced an immediate sell-out of their delicious fruit cakes when they packed them in this package 

molded by General Electric . . . A. Breslauer, Inc., found utility and attractiveness in this G-E molded display stand for displaying  their splendid line of cosmetics . . . Pioneer Suspender Co.,

sold their distinctive men's belts in this dual-use Textolite box  and secured increased sales. What

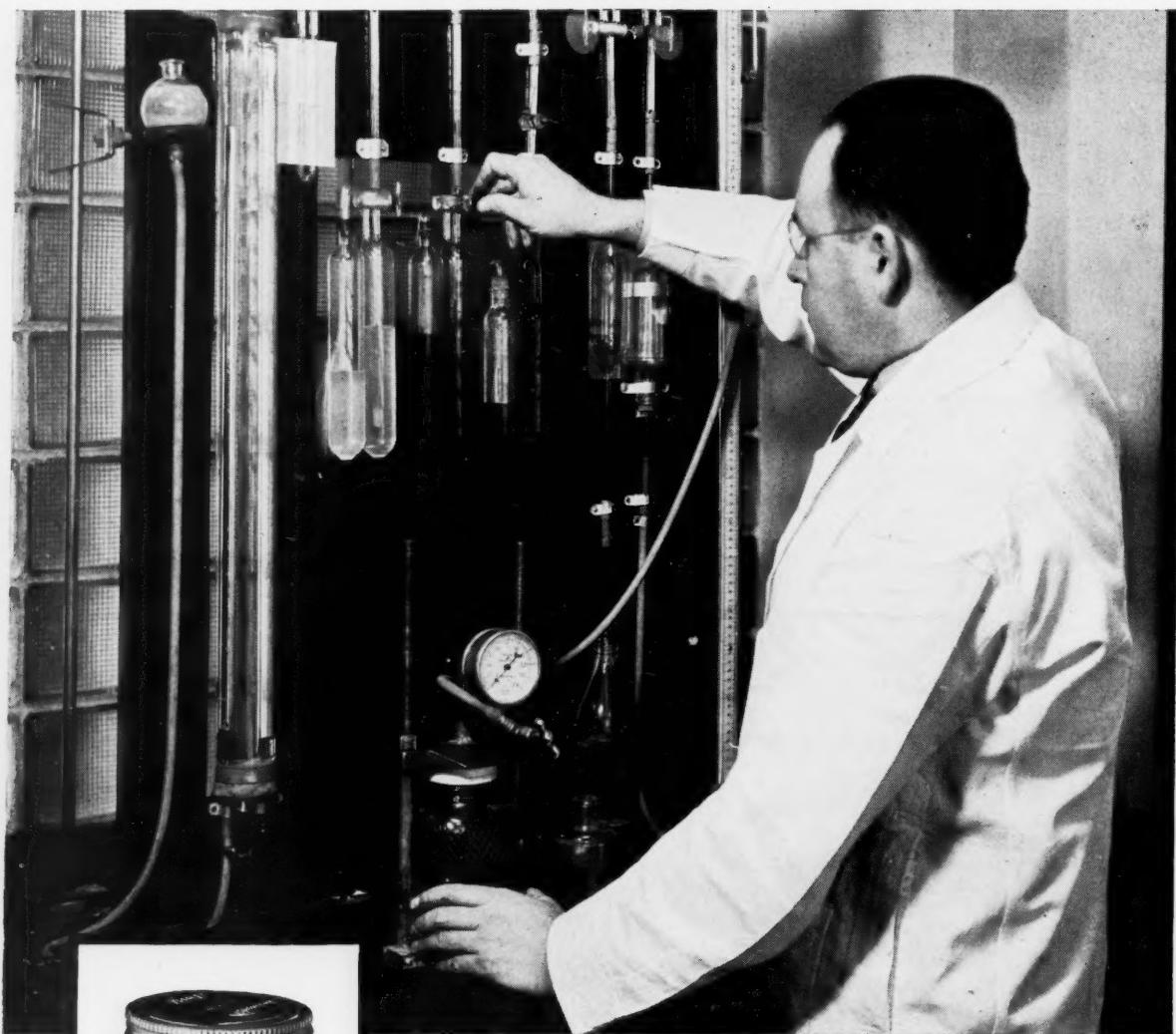
General Electric plastics have done to help these manufacturers to increase sales and profits, they also can do for you. Our designers are at your service. Write to Section P-398, General Electric Company, Appliance and Merchandise Department, Bridgeport, Connecticut.

GENERAL ELECTRIC
Plastics

APPLIANCE AND MERCHANDISE DEPT., GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT



. . . ANOTHER REASON FOR BUYING
CAPS FROM OWENS-ILLINOIS



**KNIFE-OPENING
CAP**

Easier opening wins consumer preference for your brand. KNIFE-OPENING Caps now available for non-vacuum as well as vacuum packing.

SCIENTIFIC TESTING: In the laboratories of the Owens-Illinois Research Division scientists skilled in packaging technicalities are constantly engaged in closure research and performance tests on Owens-Illinois caps and liners. In the illustration you see one small corner of this great, glass-walled, air-conditioned laboratory where a research expert is using a skillfully devised apparatus to determine the pressure effect of released coffee gases inside a jar of vacuumized coffee. Expert laboratory research and testing is an important reason for buying caps from Owens-Illinois. Obtain further information from any branch office of Owens-Illinois Glass Company, Closure Division.

MODERN PACKAGING

AUGUST. 1936

VOLUME 9
NUMBER 12

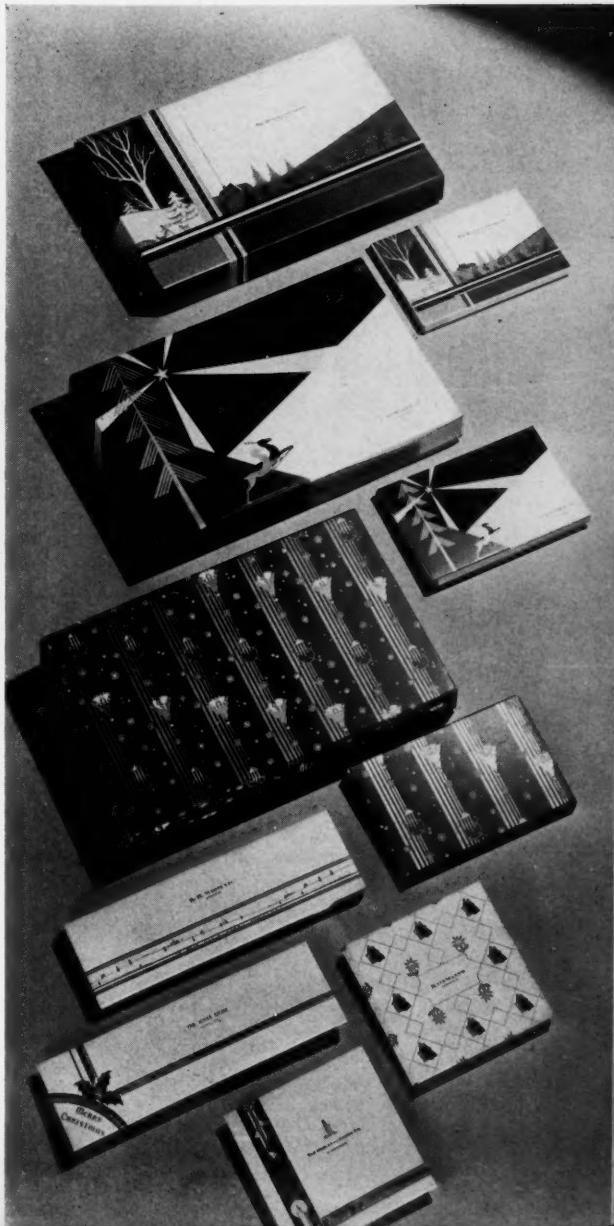
Plan for greater holiday sales

BY EVE MAIN

PACKAGING for the holiday season is probably of greater importance than at any other period of the retail year for the simple reason that shoppers start out with an open mind and on quite a different basis from which they do their personal shopping throughout the year. For instance, in buying a picture as a gift, the choice will frequently rest upon the appropriateness of the frame rather than on the subject of the picture, and that is equally true of packaging, all of which places packaging in a more competitive situation than at any other time of the year.

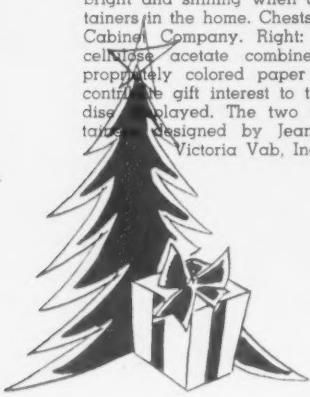
The customary practice of the Christmas shopper is first to make a list, not of what she is going to buy, but of the Aunt Emmas, Cousin Susies and Uncle Harrys she wishes to remember. True she probably has a vague idea of what she is going to buy and how much she is going to pay for each, but in the beginning there is little likelihood that she has made up her mind to purchase any particular manufacturer's brand of goods except in rarest cases. During the Christmas season newspapers and magazines are crammed with advertisements promoting gifts of every conceivable nature and special columns are devoted to suggestions of "Gifts for Her," "Gifts for Him," etc. These lists are really read and considered, since with the wide variety of merchandise now falling into the gift category it is becoming increasingly difficult to know what to give whom. If some of these items appeal to the reader as possible solutions for names on her own list, she jots them down tentatively and then starts out to see where she can get the most for her money and the most for her money is often influenced, in gifts, by what looks like the most. It is at this point that the well designed package wins and the slip shod package fails. None of her decisions made from reading papers and magazines are really

Simplicity is the keynote of these sturdy folding Christmas boxes by Gardner-Richardson Co. Stock and special designs individualized by printing store's name or monogram on the cover





Above: Silverware chests with rare wood finishes lined with tarnish-proofed plush and satin serve to attract attention while on display and keep silver bright and shining when used as containers in the home. Chests from Pilliod Cabinet Company. Right: Transparent cellulose acetate combined with appropriately colored paper and ribbon contribute gift interest to the merchandise displayed. The two upright containers designed by Jean Acker for Victoria Vab, Inc.



definite until she has actually made the purchase. She may be sidetracked the minute she enters a store by some unusually effective and eye-compelling display of merchandise in distinctive packages, entirely foreign to the item she had in mind.

Of course, there is a difference in package appeal from the urban and rural points of view but chain stores, radio, magazines and automobiles have done much to level out the great difference that used to exist until there is a tendency especially on the part of the younger generation to be attracted to more modern design. This condition is recognized all down the line from suppliers of package coverings and gift wrappings, through manufacturers of merchandise that goes into the packages, to department, specialty, and chain stores as well as every other type of retail outlet, and obviously they must all work together in a thorough and

comprehensive manner, preparing a variety of designs and products calculated to cover the entire range of tastes and pocketbooks.

Package Coverings and Gift Wrappings

To meet modern demands, manufacturers of papers, gift wrappings and ties are bringing out special items designed with an eye to the desires of their particular customers and they each add a thought to trends in tastes and pocketbooks.

The Reynolds Metal Company reports increased interest in the use of metal papers, with a marked inclination toward blue in the colored metals. Gold and silver also come in for a share of attention and it appears likely that gold, silver and blue metals or combinations of these colors will take their place with red and green as standard Christmas packaging colors this year. A new development in the use of metal is the combination

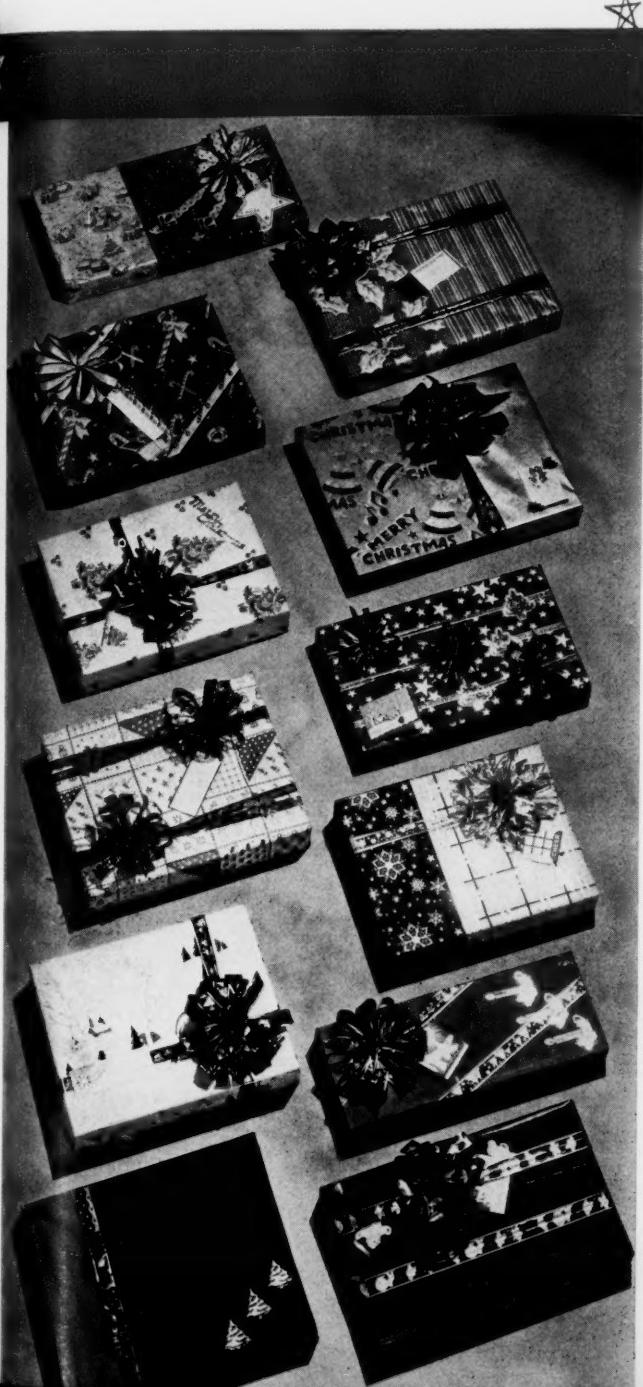
of several different colors in set-up box coverings. Flexible metal bags printed in Christmas designs offer a happy thought as a packaging medium for candies, fruit cakes and similar items.

This year, packages of printed and embossed metal wrapping materials which retail for 10 cents in large chain stores, department stores and gift shops, will be replaced by 20 in. x 25 in. square sheets rolled on light cylindrical cores to prevent wrinkling and creasing prior to use. Metal Christmas seals, individual and in sheet form appear more popular than ever. Following the modern trend, there has been a marked move toward strength and simplicity of design in these metal seals. Metal cartons, mostly with gold and silver background will be available for individual packaging of standard items as well as those of special shapes and types.

Keller-Dorian Paper Company, Inc., also emphasizes

the use of metal papers. From intimate contact in the field, it has been learned that the trend in packaging invariably follows that of the modern era. Aluminum foil papers provide a corresponding effect to the metals being used extensively in building construction and decoration. Natural aluminum finished papers such as silver in bright, mat, chromium and brushed finishes are excellently suited to convey the impression of steel metals in their natural state. Bright and mat golds, chromatics and coppers in aluminum papers are adapted to substitute for bronze metals. A gunmetal finish recently originated is admirably suited to packages as well as various other purposes. Embossed designs on these aluminum foil papers make possible really smart decorations and are proving to be most acceptable in the packaging field.

Louis DeJonge & Company's new Christmas papers are designed to portray the various moods of the holi-



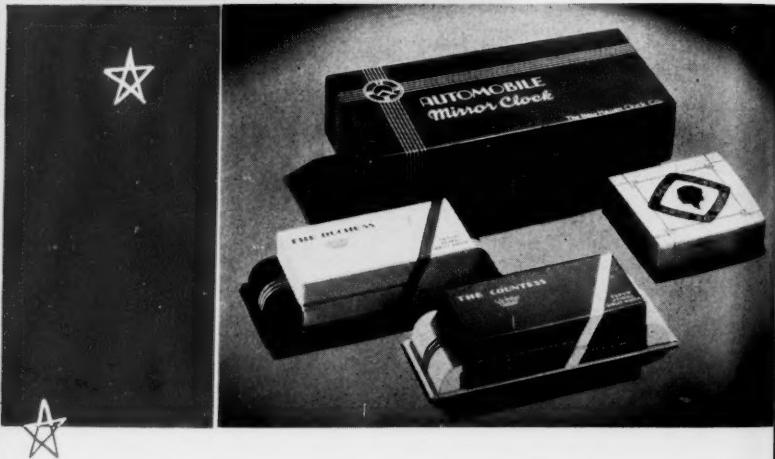
The gift set presentation pictured at the top of this column is suggested by Owens-Illinois Glass Co. as a means of combining products in a practical box which has re-use value. Directly above is shown a special holiday assortment of five Eskay products packed between partitions covered with green glassine excelsior, in a corrugated box designed by Hinde & Dauch Paper Co. The bright green box decorated with dark green Christmas trees is used for both shipment and display. At left: Suggested gift wrappings combining fancy papers and cellulose ribbon bows made separately and tied into the ribbon on the package. Dennison Mfg. Co. furnishes stock designs or specially designed

papers for individual stores

day season—the merry mood, the inspired mood, the "home" mood, the festive mood, etc., since the gift package paper becomes both the setting for sales performance and the spokesman for the gift. Simplicity of decoration and quality finish are stressed. From this concern, too, we learn that blue is in high style for 1936 holiday packaging and will be used plentifully. Blue with silver are favorites, while white with accents of blue or blue with white are prominent. Clever box shapes with unusual merchandise set-ups add to gift interest and lend much to display. Practically every 1936 box designer visualizes a re-use of the box and builds it to this end. Two-tone or two-color effects employing contrasting tops and bases relieve the monotony of gift boxes and make for better and more colorful display. Varying the placement of fancy and plain papers in the same family of boxes further relieves the monotony of identical boxes and yet preserves the identity. For example, some might have a plain top and



Below: Beautiful sets or single items by Kathleen Mary Quinlan invite gift seekers with their delicately colored labels and effectively designed pastel boxes. Right: Christmas decoration on candy boxes helps increase gift sales. Norris, Inc. uses plain and metal papers tied with bright holiday ribbons and bows. Lower right: Plain colored papers with contrasting trim and a minimum of decoration characterize New Haven Clock Co.'s new gift packages designed for year-round selling.



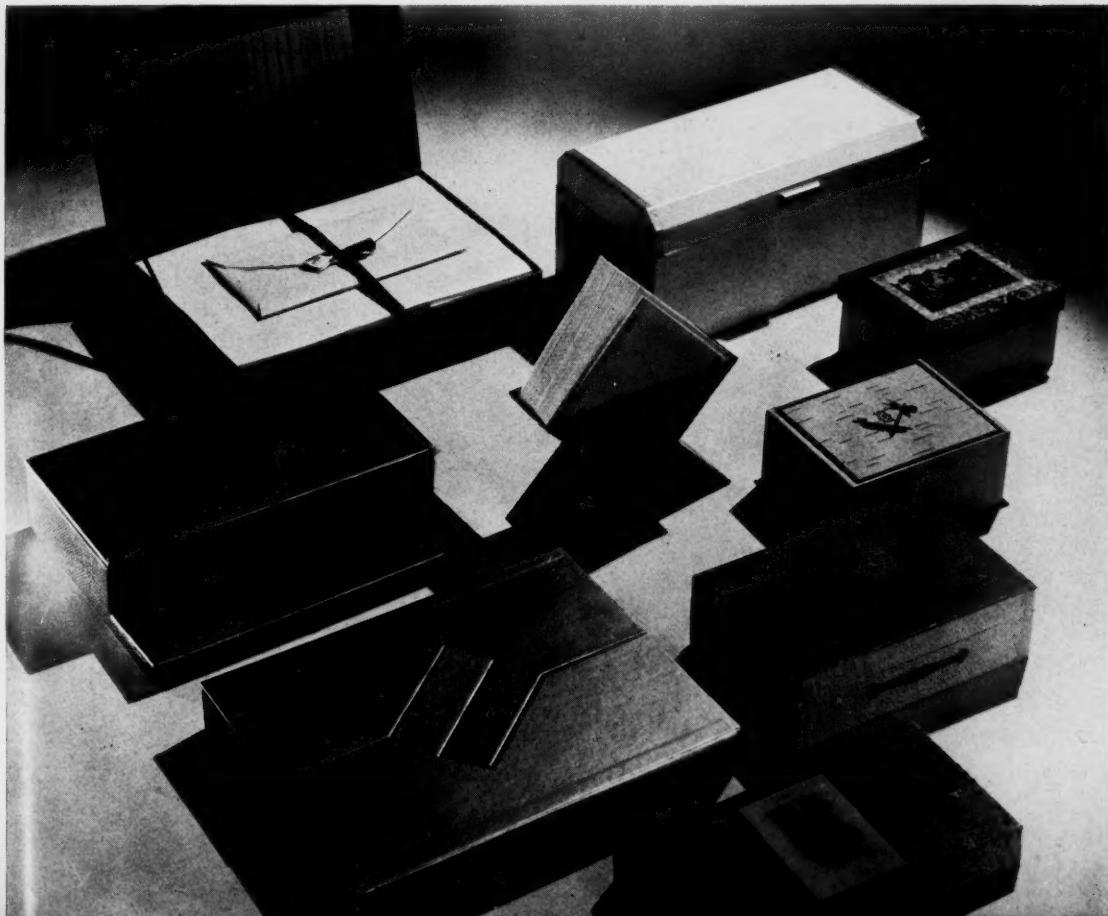
fancy bottom while on others the placement might be reversed in position.

Dennison Manufacturing Company with customary zeal has gathered together an illuminating array of gift dressings. Although gift dressings do not exactly make the gift, they do enhance its value in the eyes of the recipient. Manufacturers of widely diversified lines such as automotive accessories, electrical appliances, candy, food, textiles, tobacco and beverages are realizing more and more the value of eye appeal gained from fancy gift wrappings and are using them extensively for Christmas selling. These wrappings may be regular stock designs or specially designed papers carrying as a part of the motif the manufacturer's name and trademark or again they may merely imprint the trade-mark or name on a regular stock number of paper. In addition to the trends already mentioned, Dennison's findings this year indicate a leaning toward medium to

large designs in gift wrappings with some preference in technique toward lines and symbols worked out in diagonals—a moderately sophisticated treatment of old standard symbols. As to color—the brilliance of silver is paramount and red is important. Green is less outstanding as a predominant color but essential as an accent. Blue continues to climb in favor and has surpassed green. A newcomer in the field is brown, usually in combination with gold which gives a soft, rich tone. Black in combination with gold and silver is striking by contrast and is making a little headway but must be used carefully. Copper is also beginning to appear as a companion to brown and ivory. During the past few years an inclination has been noted to use two pieces of paper in wrapping a package—one piece of a plain solid color and the other decorated, giving the package a two-tone appearance. This year Dennison has created a line of papers printed in this half-and-half manner so it is no longer necessary to go to the trouble and expense of buying and using two pieces of paper to obtain this result.

Again, this company finds that brilliance is the keynote of demand in tying materials. Cellulose ribbons answer the purpose perfectly. Highly decorated ribbons are used with plain or sparsely designed papers and

Top: Suggested containers in sets of colored and clear glass for perfumes and lotions from Owens-Illinois Glass Company. Right: Rigid transparent cellulose containers, really "individual display cases" have a pleasing tactile quality, unusual visibility and are refreshingly modern. Merchandise packaged in them is protected against soiling from dust and handling. From Celluloid Corp. Below: Stationery greets the holiday season in novel boxes from White & Wyckoff Mfg. Co. in a variety of ingenious shapes. Cover papers for these are supplied by Keller-Dorian Paper Co., Hampden Glazed Paper & Card Co., Hazen Paper Co. and Paper Affiliates Co. Inc.



Right: Red leather with gold metal trim is combined in the new Waterman box for pen and pencil sets. The box is made by F. H. Noble Co. The plastic watch box, made of shaded ivory Plaskon, used by Hamilton Watch Co. last year is being extended this year to include other grades of watches in the Hamilton line. Gillette Safety Razor Co. packages its Bostonian set in a permanent metal case covered with blue-leather grain fabric and lined with blue velvet and gold silk. Below: Parker Pen Co. introduces new gift packages this year for its Quink Ensemble sets using plain colored papers with contrasting trim. Higher priced sets are packed in hand-made gift boxes of modern design



plain or simply designed ribbons with highly decorated papers. Where unusual strength is required a new threaded cellulose ribbon is available in a variety of shades. Silver edges on both cellulose and cloth ribbons lend brightness and glitter to the package. A new dispenser for Excell-O ribbon now available for industrial and store use is small and can be fastened to counter or table. It holds five fifty-yard bolts and contains a blade for cutting. The use of this dispenser prevents the awkward curling that takes place when any ribbon is used directly from a bolt. It is handy and indispensable to bulk users of this ribbon. Three years ago gift packages were made to appeal to the ear as well as the eye by the introduction of small metal bells as package

decoration. These bells have grown steadily in favor until this year they are surpassing all records. The package with bells on can be heard as well as seen.

The Marvellum Company, in the course of investigation into the desires of 1936 gift buyers, has become convinced that users of more expensive boxes are looking for papers that are unusual and different, and have risen to the occasion by preparing a complete and varied line of papers that will fit into practically any packaging project. Tinsel and silver stripes, checks and stars appear on pastels and deep-color backgrounds, while other offerings include solid colors, floral patterns and new embossed designs.

The Holyoke Card & Paper Company keeps abreast of changing fancies with a comprehensive line of simply designed papers. Tiny gold, silver and white stars are neatly spaced on red, blue, green and white backgrounds. The same solid background colors form a setting for silver and white snow crystals, and white holly leaves on blue, green and red become a new interpretation of an old theme. Embossed papers in red, blue and green complete a most distinctive collection.

Hampden Glazed Paper & Card Company secures a tile effect by sinking silver or gold checks into pastel and deep-color papers. Ribbed papers in the same colors are decorated with stripes of silver and gold. Gold and silver stars scattered liberally over plain backgrounds make appropriate papers for use at the Christmas season or any other time of year.

Kalamazoo Vegetable Parchment Company has just introduced a new line of embossed papers for gift wrapping that may be had in red, green, silver or lavender. From reactions already received these will undoubtedly fit smoothly into gift packaging plans of every nature.

Trautmann, Bailey & Blampey make strategic use of red, black, silver and white on one of their new holiday



Eversharp pen and pencil sets appear in a brass box which has a hinged cover. The top is black enameled decorated in a modern red and gold design which incorporates the Eversharp logo.



papers while golden bells gay with red ribbon and holly ring merrily against a white background on another. Many other timely patterns are available to add interest to any box or package during the holiday season and for other occasions as might be required.

Matthias Paper Corporation suggests plain papers sprinkled with silver and gold stars in a check pattern, solid colors in foils and all over patterns in silver blue and white. They combine red and blue on a green background in a most effective design.

Shellmar Products Company has acknowledged an increased demand for printed transparent cellulose coverings by modernizing and broadening the scope of designs in bands, box-tops and wrappers. Manufacturers of items not ordinarily regarded as gift merchandise, even to the meat packing industry, are taking strongly to the idea of printed transparent cellulose wrappings for their products during the holiday season and the choice of color and design offered them is practically unlimited. These range from a modern version of the poinsettia motif in red and green on a clear background to distinctive designs in blue and silver, green and white.

Rigid transparent cellulose containers, really "individual display cases," are coming more and more into prominence according to the Celluloid Corporation. Merchandise packaged in them is enhanced by their lustrous transparency and

at the same time is protected against soiling from dust and handling. They have a pleasing tactile quality, unusual visibility and are refreshingly modern.

Among the outstanding of the new developments in packaging materials is that of decorated ribbons "Ribbonette"—a truly great advance in fancy tying materials. Practically any design can now be reproduced, any package can be matched, in these multicolor ribbons made of high grade cotton yarns with exceptional strength and durability.

The Hy-Sil Manufacturing Company, in keeping with the propensity toward the use of metal has prepared new ribbons and sheets to carry out the same idea. This is accomplished by applying a silver deposit to the under side of Sylphrap sheets or rolls. Plain transparent Sylphrap becomes an all-silver sheet but when tinted transparencies are used they result in unique color combinations. For instance, a red sheet has a bright metallic-red on one side and silver on the other; an amber sheet will produce a brilliant gold on one side with silver on the other. When the sheet is folded back for the making of edged ribbons, a two-color effect is obtained. The treatment accorded these materials gives them a lustrous sheen, high tensile



Coca-Cola Co. dressed up its cartons containing six cans of Coca-Cola for 1935 Christmas trade by slipping a lithographed cardboard sleeve, carrying a decorative Christmas design, over each carton. The 1935 Christmas cartons for large and small cans of Granger Rough Cut Pipe Tobacco were lithographed in a rich shaded red background and on two sides appeared full color reproductions of the little lady and her Dad. Liggett & Myers Tobacco Co. provided lithographed cartons to hold regular cartons of 200 Chesterfield cigarettes and also cartons to hold 4 boxes of "fifties". The sleeve and cartons illustrated were designed and produced by the Forbes Lithograph Mfg. Co. Above: Houbigant Sales Corp. announces that its Christmas presentations this year are packaged in the style of the most famous perfumes—Queekuss Fleurs and Le Parfum Ideal. The Houbigant set is packaged in the attractive flowering of "Modèle Original" Le Parfum Ideal box. The Cheramy silk lined set contains five popular toiletries and the



Left: Bourgois Sales Corp. presents two new gift ensembles for the holidays, one in a flat box with hinged cover and the other in an upright box in which the merchandise is placed vertically. The top of the latter is covered with silver foil which gives it sparkle and sheen. Below: The American Gentlemen's Set for 1936 announced by McKesson & Robbins, Inc. includes a complete assortment of products. The package is finished in pigskin paper and the cover lettered in blue with gold bands. A blue chevron on the platform ties the four items together. Lower right: The new Mennen gift box for men is silver lined with smooth rounded edges. The paper covering is a rich holiday green dotted with bright silver stars of different sizes

strength and freedom from tenderness and fragility. Christmas patterns are printed on the cellulose surface of the sheet, and when brought in touch with materials where metal contact is not desirable, the metallic surface is lacquered.

Because of growing interest in more profitable merchandise through better wrappings, Crystal Tissue Company has added a complete line of cellulose gift ties to a wide range of plain and printed tissues. These new gift ties will be available in plain colors as well as printed designs with both everyday and Christmas motifs. The widths range from $\frac{5}{16}$ in. to $2\frac{3}{4}$ in. packaged for resale, and bulk rolls up to 1000 yards are available for retail and industrial trade. Popular priced assortments of resale rolls are packed in attractive self-display cartons.

Gardner-Richardson Company has responded to the urge for simple yet distinctive design with its smart folding boxes which besides being attractive, require little space for storage. These boxes may be individualized to meet the demands of department and specialty stores by the use of the store's name or monogram printed



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Glenmore Distilleries Co. steps up holiday gift sales by using a foil sleeve, appropriately decorated, which is made by the Reynolds Metals Co.

on the cover. If desired, the name or monogram may be repeated in an all over pattern, giving the package a store identity in the modern manner.

With all the innovations in design and color, there is still a certain market for conventional holly leaves and red and green patterns and probably will be as long as youngsters believe in Santa Claus, but even these have felt the influence of modern design which shows clearly in their make-up.

Re-Use Containers

Holiday packages, more than those for any other time, must combine the greatest possible attractiveness with maximum utility. The metal container, always a luxury package in appearance, has unlimited possibilities for display and merchandising efficiency. The container must first of all be appropriate to the contents in color

and design. The size and shape will necessarily be correlated with the product. Because this type of package is often used as a utility box after it has served its purpose as a container, the name of the manufacturer is sometimes best omitted from conspicuous use; the box then becomes a decorative object but at the same time a constant reminder of that particular brand of goods.

An interesting metal container, particularly suited to holiday packaging because of its gay colors and attractive design, is a box used by Heinz Company and planned by the American Can Company. The top and sides are decorated with Dutch, French, Arcadian, Spanish and New England kitchens. This is used to pack a gift assortment of representative Heinz products and has tremendous display value and customer appeal. A similar type of container is used by Beechnut Packing Company. The decorations for this came from the art gallery owned by Bartlett Arkell, president of Beech-

Upper left: The Segal Safety Razor Corp. found its Happy Days Gift Set so successful last year that it is being repeated this year. The package comes in red, blue or green and contains five packages of blades and a razor. Lower right: W. A. Sheaffer Pen Co. offers its pen and pencil sets in a sturdy box with metal frame, finished in gold and golden satin. The exterior is covered with a material resembling leather and this presentation case imparts an aura of quality to the merchandise





Above: Plastic boxes from stock molds offer attractive containers for single items and combinations of products and have definite re-use possibilities. Molded of Beetle by The Gorham Company, Plastics Division. Right: Dispenser for Excell-O ribbon holds five fifty-yard bolts and contains a blade for cutting. From Dennison Mfg. Co. Below: Lithographed Christmas wrapping papers and papers for other gift occasions from Trautmann, Bailey & Blampey



nut. The paintings have been reproduced, first by photography and then lithographed in eleven colors. "The Night Watch" a Rembrandt painting, is used for the cover. The four sides are done with "Rainbow and Landscape," "The Smiling Cavalier," "The Civic Guard," and "The Jolly Toper."

Fruit cake and candy boxes in metal remain as popular for gift packages as they have in past years. A metal container properly selected is particularly valuable for preserving perishable articles such as edible products of any kind, and it can withstand rough handling when shipped. Nut meats and glazed fruits are often packed in this way also.

A double purpose container made by American Can also comes into prominence for holiday displays. This box is the size of a cake or bread box and may be had with a metal or glass cover and with or without handles. These containers may be used for packaging Christmas assortments, hard candies, crackers and cookies and any number of items popular during the holiday season. The glass covered box is excellent for display purposes since the contents are visible to the purchaser. When it has served its container purpose, it may be used as a bread box, utility storage box, or if it has handles, a picnic lunch box. These come in a variety of colors so that they will harmonize with almost any kitchen.

Two metal containers this year, should dress up for the holidays the articles they contain. One of these is a box for a man's belt and another is for garters. The belt box is round so that the merchandise will fit into it easily and it has a removable top. The garter box is

square with a hinged cover. Both are decorated to suit a masculine taste; both will be used long after the merchandise is removed for cuff and collar buttons, pins and other miscellaneous easily-lost gadgets.

Plastics are among the newer materials that offer rather exceptional opportunities in re-use packaging. Hickok has, for a number of years, found that such re-use packaging is one of the things that helps sell the most ordinary staple merchandise such as suspenders, garters, etc. And plastic boxes are just as important to higher priced items. The Hamilton Watch Company for example, provides not only one of the finest watches made, but beyond that one of the finest boxes in which to keep it or in which to put other jewelry, that has ever been designed and this is made of plastic material.

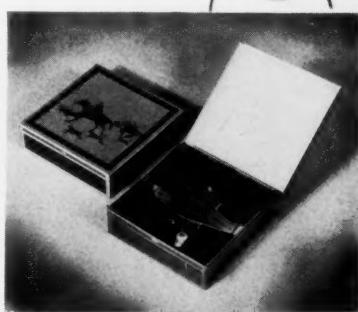
There are a number of molders throughout the country who have boxes available in almost every shade of color, without mold costs. Of course it is not possible to get all sizes or all shapes, nor individual designs but really exclusive design is not always necessary, and it is frequently possible to locate a stock mold that is suitable to the packaging application in mind.

The most prosaic items are given unlimited display possibilities when packed in these re-use containers, whether metal or plastic. Many articles will make their appearance this Christmas dressed in the special holiday attire that these containers give. Many a purchase will be influenced by their "quality look" and their after-use value to the recipient.

Christmas Merchandising

One manufacturer whose product is not even especially appropriate for Christmas giving, takes advantage of the holiday season in an ingenious manner. For the past two years the Louisiana Rice Milling Company, Inc., has observed the Christmas holiday by introducing each year a new rice package. For Christmas, 1934, Water Maid rice, usually offered in 3-lb. packages, was featured in a new 1-lb. cellulose package carrying a Christmas message on the back. Samples were sent to the company's brokers and to more than 5000 wholesale grocers and chain stores scattered throughout the United States. These were accompanied by a letter conveying the season's greetings and announcing the birth of the 1-lb. package of Water Maid rice. The letter printed in red and blue on transparent cellulose and decorated with Christmas symbols was attached to a regular letterhead. A bulletin printed in Christmas colors was also included giving suggestions for increasing Christmas sales and listing prices. The same package with the exception of the Christmas message on the

Metal containers combine attractiveness with a maximum of utility and are used in the home long after the original contents are gone. American Can Company uses gay colors and appropriate designs on new containers for the Christmas holidays





Corrugated Christmas shipping boxes, made by Hinde & Dauch Paper Company are pleasingly designed and hold their own under the Christmas tree surrounded by the gay trappings of other packages

back was used after the holiday season was over.

The past Christmas the company featured another new addition to its line—a 1-lb. package of Mahatma rice. The same type of package and general plan was used except that instead of sending the samples direct to wholesale grocers and chain stores, cases were shipped to the brokers who did their own distributing to customers. This was done to help promote a more intimate relationship between the broker and his customer.

Rice is not naturally a holiday product and December is always a low month in volume distribution, but the Louisiana company has found that this Christmas package idea helps improve December business. However, this has not been the primary motive in the past. The

main objective has been to introduce a new package. Although the company is not planning to introduce a new package this year, it is hoping to develop something appropriate as a good will gesture.

Opinions Among Retail Outlets

Perhaps the most significant fact gleaned from interviewing department and specialty stores is that a large proportion of them design their own Christmas boxes. Many of the higher priced stores because of inadequate packaging by manufacturers, repack merchandise when it comes into their store in boxes of their own design. There is increasing evidence that these stores tend toward using the same box during the Christmas season that they use for gift purposes all through the year, dressing it up with holiday wrappings and ties. An executive in one of these stores explained this by saying, "We have taken great pains to work out an attractive and entirely suitable package indicative of the quality merchandise we sell throughout the store. This box has become identified with our name and we can see no reason for changing it during the Christmas season, except for the addition of wrappings and ties and these are carefully chosen to reflect good taste in coloring and design."

An executive in another large department store stated frankly that he felt too much emphasis was being placed on packages and not enough on the quality and desirability of the product they contained. He seemed to believe that a confusion of multi-colored boxes hindered rather than helped the convenient sale of merchandise because unless they were well designed they distracted attention from the merchandise. If the box happened to displease the person looking at it the merchandise was passed by without hesitation. He feels that people's tastes differ so radically that it would be next to impossible to design a colorful box that would please everyone. Whereas a plain unadorned box, the same one used every other day in the year suggested the same good quality merchandise without any lower-priced stuff being thrown in and offered in a different box.

This, of course, does not apply to cosmetics and items regularly packed in kits and sets by the manufacturer, because for such merchandise an individual package is necessary. If it is quiet and dignified and seems a part of the merchandise rather than an after-thought to attract attention, it finds a prominent place in the store's display.

The same situation holds true in exclusive specialty shops of which Abercrombie & Fitch is a typical example. An executive of that company tells us, "Gift packaging is important and is given serious consideration in our store because people who come here to buy expect a good-looking package entirely in keeping with the fine quality merchandise we offer." Abercrombie & Fitch supplies a variety of imported and domestic merchandise ranging from hunting, riding, fishing supplies and men's clothing to women's wear, games and gift items. The scarcity of packages visible from the top to the street floor is evidence of a policy to stress the merchandise offered on the strength of its own worth without attempting to enhance its appearance with extraneous trappings before it is bought. However, when a sale has been made, the item or items are packed in a simple but adequate box (*Continued on page 124*)

5c to \$5 items in lacquered packages

BY E. I. LA BEAUME

THE DISTILLERS had no packaging problems for a long time. While they were waiting for prohibition to run its course, the newly-awakened interest in better packages spread and grew, until we could speak of a modern packaging movement. When the ban on their comforting beverages was lifted, and they were once more plunged into the struggle for sales in active competition, distillers found that many of their containers which looked first-class in the old days were outmoded. They heard about shelf-appeal, and they determined to get it.

They were not hampered by the doubts and fears that assail the manufacturer whose products have been continuously on the shelves and in the homes for many years when he comes to consider changing his containers. A large part of their prospective customers had

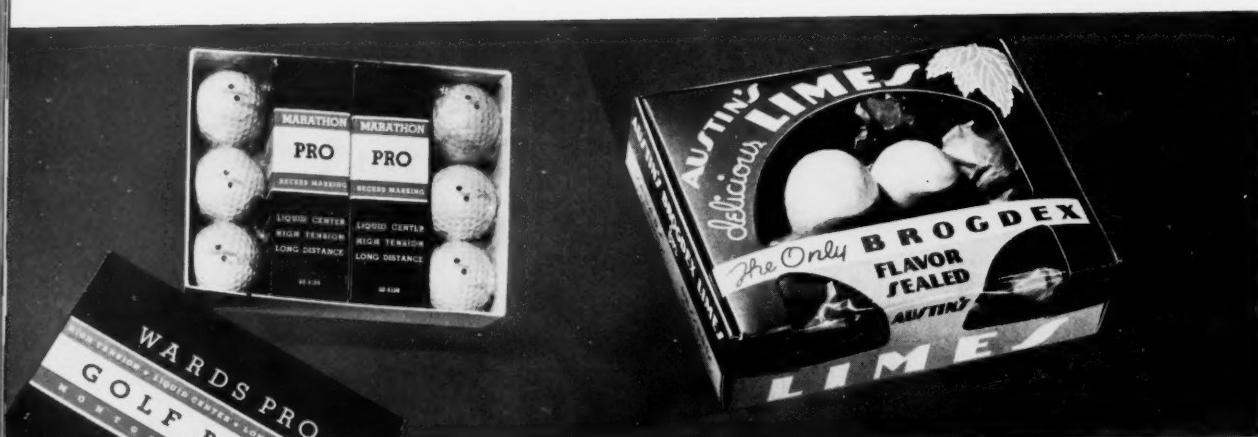
never seen anything but a bootleg label on a bottle of spirits. There was no fear of losing business by changing packages that had been in limbo for so long. And so, distillers decided to present their old names in new settings. Some of them realized that they could get more forceful display in type and color on flat surfaces than on curved, so accordingly they enclosed their bottles in rectangular cartons.

If one is trying to determine the value of nitrocelulose, or pyroxylin, lacquer to protect and add attractiveness to cartons, he is immediately struck by the fact that the distillers are more nearly unanimous in their choice of this finish than any other class of manufacturers. Having to create new packages, with numerous finishes to choose from, many of them turned to lacquer after testing other materials. (*Continued on page 133*)



Lacquering of liquor cartons prevents scuffing and scratching when they are packed; offers resistance to dust, stains, fly specks, grease and alkalies. Packages furnished by courtesy of Container Corporation of America and American Coating Mills, Inc.

AUGUST packaging pageant



The Shefford Cheese Company has adopted Libbey Safedge tumblers for its cheese spread containers. Instead of the usual bands, figures and designs in applied color, a cut glass design is used.

An interesting folding carton with a transparent window, for fresh limes, developed by the Container Corporation of America.

For its branded line of golf balls, Montgomery Ward has adopted a standard design in keeping with that used for other packages of its merchandise.

Swift & Company, Chicago, is packing its Brookfield sandwich spread, mayonnaise and salad dressing in a new Owens-Illinois glass container which makes its sales appeal both by smart display of contents and by emphasis on re-use value as a pantry jar

In a delicate shade of blue, Armstrong Art-mold caps add beauty and sealing security to the "Marie Gervais" beauty preparations. These packages are illustrated through the courtesy of The Charles M. Monroe Company, representatives for the "Marie Gervais" line.

Ball-top cork stoppers add to the smartness of these decanters for Mt. Tivey and Eagle

Vineyard brand wines. And they are easily removed and replaced by a twist of the fingers. Furnished by Armstrong Cork Products Company

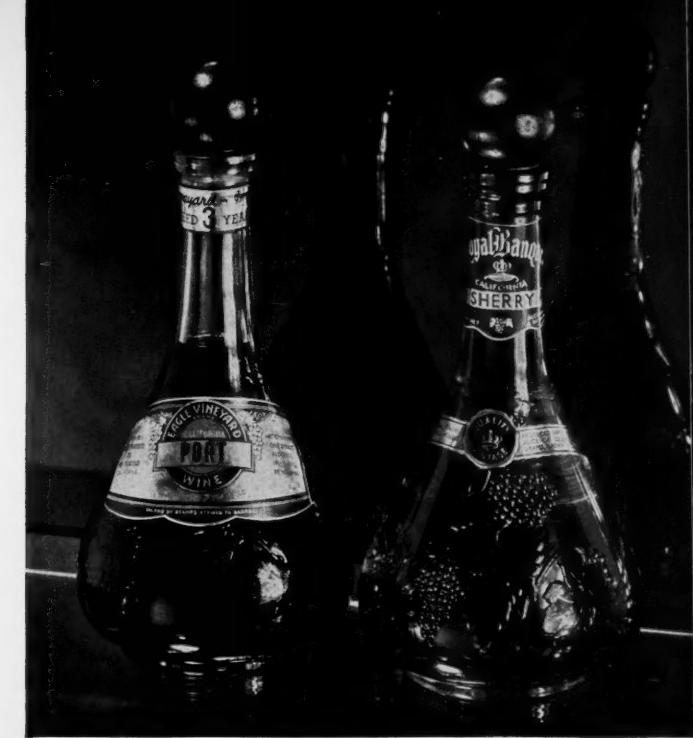
Sleep Soft crib blankets (Marshall Field & Co.) appear in a package which makes a window out of a window, designed to accent the animal character which is the design feature of each blanket. Window is of Protectoid; carton is made by Robertson Paper Box Company

A specially designed disc within the neck of the new Waterman bottle permits the ink to flow into the mouth of the bottle, where it is retained while the bottle is in an upright position. Display container by National Folding Box Co., bottles by Owens-Illinois Glass Co., caps by Mundet Cork Corp., labels and folding boxes by the U. S. Printing & Lithograph Company

Designed by E. Leonard Koppel with an eye towards economic production, are the new box designs for Technical Appliance Corporation's "Taco." One set of plates is used for each of two sizes

For the new battery box designed and produced by The Hinde & Dauch Paper Company for General Motors Parts Corporation, the "GM" over-all pattern forms the background of the design

Giving perfect protection and making contents easily available is the new carton for the Simonds cutting and creasing rule. This container is made by the National Metal Edge Box Company



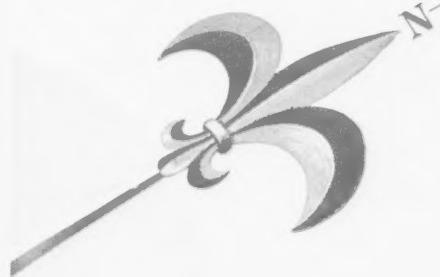
BACK UP YOUR



The Modernistic (Pat. No.
86565) a complete line
of 52 ideal containers.



SALESMEN WITH A *Sales* PACKAGE



◆ There's all the difference in the world between a package with the single function of containing the product and a SALESpackage that helps *sell* the product. Many packers know this by actual experience. They are now relying upon the Complete Packaging Service of Owens-Illinois for the coordination of quality glass containers, closures, labels, cartons and cases—essential in creating a SALESpackage. You can profit by doing the same.

Service, in the sense of prompt delivery, is particularly important in times like these when business is on a definite upswing. Your requirements may come suddenly and need quick action. Owens-Illinois diversity of operation, with twenty-four plants, is the best guarantee of prompt service. Depend upon Owens-Illinois for all forms of SALESpackage Service.

Owens-Illinois Glass Company, Toledo, Ohio.

THE KNIFE-OPENING *Sales* CAP

There's more to a closure than just attractive appearance. Let an Owens-Illinois salesman explain how increased sales are built by a closure that is convenient to open and close.



THE MODERNISTIC LINE ALSO SUITABLE FOR



OWENS - ILLINOIS
Containers and Closures



A new conception of plastic jar contours and design as developed by Joseph Federico. Traditional objections to wide-mouth squat jars are overcome by the close precision tolerances obtainable in plastics and the tighter compression on the liner made possible by square threads and by having both cap and jar threads in the same material. Illustration is by courtesy of General Plastics, Inc.

This new unit also makes its own repeat sales, housewives appreciating the convenience and utility of such a small-sized, easily-enclosed package. The Dobeckmun Company designed and produced the individual bags



To the Goldy aluminum seal used by Heinz ketchup and chili sauce has been added an aluminum cover cap which fits snugly over the top and neck of the bottle, keeping dust and dirt on the outside and enhancing the attractiveness of the bottle. The aluminum cover cap constitutes the only change—in all other respects the bottles remain the same, including the octagon shape, the famed pickle on the label, and the equally famous "57" on label and top



With this new transparent cellulose tea package, Dwight Edwards goes after the apartment house and small home markets. Latest reports have this novel yellow-and-white package selling like the proverbial hot-cakes, finding its best markets in those urban districts where apartment houses and small homes are the rule. Grocers are invariably giving the attractive display carton favorable space on their counters, and are finding it a real sales-maker. The sparkle of the packages catches the eye of every customer and an astonishing number of "impulse" sales have been reported.

The newly completed Reefer-Galler line of moth products and insecticides was designed by E. Leonard Koppel. Black and orange-red banding, white lettering and the circle trade mark which identifies each package as a Reefer-Galler product, form a means of group identification. Cans by American Can Co., cartons by Eastern States Carton Co., labels by Ever Ready Label Co., wraps by Schwartz-Serlin Printing Corp.

A new group of Kimble vial packages in the medicinal and proprietary field. In the right foreground is shown a new type of perfume applicator vial suitable for toilet water, perfumes, mercurochrome, iodine or other antiseptics. The use and application of Kimble vials, ampoules, serum bottles, droppers and applicator rods, are unlimited in the field of medicine and pharmacy

Projecto, the new movie way of playing three popular games—the outfit includes miniature horses for playing horse race, cards for playing a lotto-like number game, markers to be used for money and a stamped cloth for playing roulette, in addition to the projector—is included in a special one-piece

AUGUST packaging pageant



carton with interior packing designed by Robert Gair Company, Inc.

Plochman and Harrison are now packing mustard in an Owens-Illinois glass container of pleasing design which has re-use value as a flower vase. The label used is suspended from a neck ring

Harriet Hubbard Ayer introduces its Foot Ice in a No-Kap tube which permits easy access and safe sealing. Similar tubes are used for Sun Cream and Deodorant Cream

Molded plastic screw caps are now used by Mallinckrodt Chemical Works for its line of reagent chemicals and drugs. Caps are black Durez molded by Closure Service Company

Corral Wodiska & Company, as a result of the original package used for its Bering Sovereign cigars, has adopted Reynolds metal boxes and wrappers for four sizes of Superfine Berings

Mecca Sales Company packages its imported Pine Bath oil in an earthenware all-brown glazed jug in one pint sizes. Jugs produced by Western Stoneware Co.; closures by Armstrong Cork Products Co.; labels by Grand Rapids Label Co.



Sales strategy in the cutlery business

THREE is a saying in the trade that "You've got to be good to stay in the cutlery business." It may be merely a way in which cutlery manufacturers pat themselves on their collective backs. Or it may be a sign that cut-throating exists—perhaps appropriately, in this industry. Or, finally, it may mean that in this field the manufacturer finds himself covering so much selling territory that he finds it very difficult to do a good job in any single sales sector. Assuming the remark to be called forth by the latter fact, one might well ask, "What makes the cutlery business so different from all others?"

Here the answer is one of degree of difference rather than of type. For, in the cutlery field, sales are sought every which way—through hardware stores, department stores, syndicate stores, premium jobbers, drug stores, institutional channels, such as hospitals and C.C.C. camps, and through hotel and restaurant supply jobbers. Not *every* manufacturer tries to cultivate *all* of these channels. But, even if he tries to work only half of them, he's got to be good indeed.

It follows, almost without saying, that this industry has suffered from periodic price-cutting orgies. It also follows that quality has been seriously cut, at times. In fact, in some instances, the average consumer is bound to assume that everything about the knife he buys has been cut except the loaf of bread he is struggling with. For, in the cutlery field, cutting ends by ending all cutting (which may be a bad pun) is unhappily a true fact.

Yet within the field are many firms who realize the ultimate danger of such policies and who seek to cultivate their sales fields in ways less destructive of dealer and consumer good-will. Among these, the case of the Sta-Brite Products Company is particularly interesting, because here packages have been used to convert low-priced single items into readily salable sets, without driving up the cost of the set beyond competitive limits. The firm's line of packages is varied, ranging from small display cards, holding a single item for syndicate store counters, to large set-up (Continued on page 132)

Varied types of packages are used by the Sta-Brite Products Company to solve its merchandising problems. All those shown are products of Warner Brothers Company





awards

ENTRY
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for the
1936
ALL-AMERICA
PACKAGE
COMPETITION



TEAR HERE

READ CAREFULLY EXPLANATIONS OF CLASSIFICATIONS

If you have any doubts as to the classification of your package or packages, use this guide before filling in the entry blank on the opposite page. There are twenty groupings. Unless you enter your package in the proper group, judgment will be hampered and the possibility of its receiving a reward greatly limited.

1. **Folding Cartons:** All types of folding paper or boxboard packages, except those used primarily as shipping containers.
2. **Collapsible Tubes:** All metal tubes. Cellulose Tubes should be included under classification No. 20.
3. **Fibre Cans:** All fibre-bodied cans, whether using fibre or other types of tops, bottoms or closures.
4. **Glass Containers:** Bottles, jars, vials and other types consisting primarily of glass.
(Giant bottles, etc. used for display, see Nos. 9-10)
5. **Metal Containers:** Cans and boxes, whether plain or lithographed, if used primarily as containers.
(Metal Displays, see Nos. 9-10)
6. **Set-up Paper Boxes:** All non-collapsible types of paper boxes, including cloth, fabric and leather covered boxes primarily made as paper boxes.
7. **Plastic Containers:** All containers primarily made of molded or cast plastics and primarily used as containers.
(Plastic Displays are included under No. 9 or No. 10)
8. **Machinery and Equipment:** Installations of packaging machinery made during 1936. Submit detailed floor plans, photographs of installation and samples of package.
9. **Displays:** Counter, floor or shelf: Irrespective of type or material if primarily designed for use indicated.
10. **Displays: Window:** Irrespective of type or material used if developed primarily for window display. Submit actual displays or photographs.
11. **Shipping Containers:** Irrespective of type and material used if designed primarily as a shipping container. Includes corrugated and solid fibre boxes, wooden boxes, paper and fabric shipping bags, etc.
12. **Family Group:** Groups of three or more packages bearing a close family relationship in design or branding. Includes only groups using various types of containers—i.e., a range of cartons would fall under No. 1.
13. **Bags and Envelopes, Opaque:** All non-transparent bags and envelopes except those used primarily as shipping containers.
14. **Bags and Envelopes, Transparent:** All transparent bags and envelopes.
15. **Wrappings, Opaque:** Includes paper, foil, waxed paper and other types of opaque wrappings.
16. **Wrappings, Transparent:** Includes all types of transparent cellulose wrappings.
17. **Labels and Seals:** Types used for standard cans or bottles. If container is of a special design, enter package under one of the container groups.
18. **Closures:** Special design closures for specific purposes should be entered here. Does not include standard stock type closures.
19. **Transparent Containers:** Rigid and semi-rigid containers made of cellulose or cellulose derivatives.
20. **Miscellaneous:** Classification not included elsewhere, but try to find a suitable division first!

It should be clearly understood that these classifications are made as a means of group division and to facilitate judging. Each entry will be judged in its entirety, taking into consideration all of the inherent factors which determine its ability to promote the sale of merchandise.

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ALL-AMERICA PACKAGE COMPETITION
TENTH FLOOR,
425 FOURTH AVENUE,
NEW YORK, N. Y.

ENTRY IN GROUP No.....

The attached label is for your convenience. Please fill out with return address, give group number of entry and use as a shipping label.

1 Name of package submitted**2 Name and address of product manufacturer using package****3 Name and address of designer of package****4 Manufacturers (of package materials) contributing to any part of package assembly (use back of page for additional names).****5 Manufacturers of machinery or equipment used in filling, sealing, labeling, etc. of package (use back of page for additional names).****6 Please include on the reverse side of this sheet or on a separate sheet, a summary of approximately two hundred words in which will be stated the aims and objectives of the submitted package, what was sought and how accomplished, with, if possible, a statement of the sales resulting from the adoption of the package.****SUPPLY ADDITIONAL INFORMATION CONCERNING EQUIPMENT OR MATERIAL SUPPLIERS ON REVERSE SIDE OF SHEET**

IMPORTANT—Please indicate here with a check mark the container group in which you wish the package to be entered and also place group number on shipping label attached.

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> 1. Folding cartons | <input type="checkbox"/> 6. Set-up Paper boxes | <input type="checkbox"/> 11. Shipping containers | <input type="checkbox"/> 16. Wrappings, Transparent |
| <input type="checkbox"/> 2. Collapsible tubes | <input type="checkbox"/> 7. Plastic containers | <input type="checkbox"/> 12. Family group | <input type="checkbox"/> 17. Labels and seals |
| <input type="checkbox"/> 3. Fibre cans | <input type="checkbox"/> 8. Machinery & equipment* | <input type="checkbox"/> 13. Bags & envelopes, Opaque | <input type="checkbox"/> 18. Closures |
| <input type="checkbox"/> 4. Glass containers | <input type="checkbox"/> 9. Displays: Counter, floor or shelf | <input type="checkbox"/> 14. Bags & envelopes, Transparent | <input type="checkbox"/> 19. Transparent (cellulose) containers |
| <input type="checkbox"/> 5. Metal containers | <input type="checkbox"/> 10. Displays: Window | <input type="checkbox"/> 15. Wrappings, Opaque | <input type="checkbox"/> 20. Miscellaneous |

*This group will include any complete or partial equipment installation which has been made during the year. Entries for this classification must include samples of the actual packages, also photographs and production figures relating to the particular installation which is entered.

All entries must be confined to those packages or display units (display containers with accompanying packages) which have been placed on the market during the year 1936.

Entries of packages for the competition may be submitted by the following:

- A. Manufacturing companies making use of such packages.
- B. Material manufacturing companies who have furnished any component part of such packages.
- C. Machinery manufacturing companies who have furnished equipment for the assembly of such packages.
- D. Package designers or organizations responsible for the submitted designs.

Any number of different packages may be submitted by the above companies.

Contest closes December 19, 1936. There is no entry fee but it is understood that all packages are to be submitted complete with contents, and will remain the property of MODERN PACKAGING to be placed in the permanent exhibit of packages maintained at its offices, 425 Fourth Ave., New York City.

The winning packages will be announced in the February, 1937 issue of MODERN PACKAGING, and the awards will be made concurrent with the Seventh Annual Packaging Conference and Exhibition.

NOTE. Please include on this sheet a summary of approximately 200 words in which will be stated the objectives of the submitted package. What was sought and how accomplished, with, if possible, a statement of the sales resulting from the adoption of the package.

SUBMITTED BY.....
ADDRESS.....
SIGNED BY.....
DATE.....

THE 1936 ALL-AMERICA PACKAGE COMPETITION

Sponsored by

MODERN PACKAGING

BRESKIN & CHARLTON PUBLISHING CORPORATION
425 FOURTH AVENUE, NEW YORK, N. Y.

The 1936 All-America package competition



From an experiment, the annual All-America Package Competition has become a long accepted institution—accepted by packagers the world over as the *summa cum laude* of packaging distinction. Yet, being an institution does not, for this Competition, mean a state of static perfection. The competition has been modified from time to time to meet changing needs and will be modified in the future whenever the need arises.

This year two modifications in the form of the competition are noteworthy. The number of classifications has been raised from fourteen to twenty with a view towards providing a more clear-cut division between type groups. The advantage of this method can be seen in the addition of a grouping of Transparent Cellulose or Cellulose Derivative Containers. Judged with bottles, these containers would not receive full consideration of all their advantages of design and merchandising points. Judged in separate groupings, both types of containers can be considered on their own peculiar merits.

So, too, with the new division between shelf and counter displays on the one hand and window displays on the other. The different problems presented by the two groups justify a separation in grouping. Likewise, in the bag field, opaque bags are separated from trans-

parent bags to permit of the judgment of each type in the light of the design, construction and merchandising problems involved. Finally, in the family grouping, a restriction has been made calling for families that include more than one type of container. This clarification will return "families" consisting of a series of cartons, boxes or bottles to their respective classifications where they may better be judged.

In keeping with past precedent, the board of judges has been changed with the introduction of three new faces, while three "old timers"—Messrs. Bristol, Flannery and Webber—have been retained to add a continuity of viewpoint and a wealth of experience to the consideration of the various packages. Kenneth Collins, for retailing, Charles Luckey Bowman, for advertising and merchandising, and Nan M. Collins, for the woman's and consumer's viewpoints will greatly strengthen the board.

Once again, it may be well to emphasize, that entries are judged—within their groupings—by the degree to which they meet *all* the requirements of good packaging; the design, production and merchandising qualities of the entire assembly of each package being considered rather than the single factor that induced its inclusion in any particular group.

These judges
Will select
the
All-America
for 1936



WILLIAM M. BRISTOL, JR.



VAUGHN FLANNERY



COMPRISED the board of judges for the 1936 All-America Competition are the following: William M. Bristol, Jr., Vaughn Flannery, George R. Webber, Nan M. Collins, Kenneth Collins and Charles Luckey Bowman. The first three mentioned are already well known to readers of MODERN PACKAGING, having served in previous competitions.

Nan M. Collins, former president of the Philadelphia Club of Advertising Women is account executive and merchandising consultant of the Roland G. E.

Ullman advertising agency. Her experience covers a well-rounded knowledge of many products, ranging from grocery specialties to industrial commodities, and their merchandising.

In a biographical article on Kenneth Collins which appeared in the *American Magazine* the following statement was made: "He is a stable, sound, courageous business man with a vast knowledge of budgets and space-buying and merchandising and price lines, and above all an amazing instinct, augmented by wide research, for knowing what the public wants." As vice-

Here are particulars concerning the competition

Entries to the 1936 All-America Package Competition will be accepted from now on until December 19, 1936, and must be confined to those packages or displays which have been placed on the market during the year 1936. Entries in the Machinery and Equipment group should include only those installations fully or partly made during the year 1936. No entry fee is required but it is understood that all packages will be submitted complete with contents and will remain the property of MODERN PACKAGING and be placed for exhibition in the Permanent Packaging Exhibit at 425 Fourth Ave., New York, from Feb. 1, 1937 until April 7, 1937.

Any number of different packages may be submitted to the competition by the following: (A) manufacturing companies making use of such packages; (B) material manufacturing companies who have furnished any component part of such packages; (C) machinery manufacturing companies who have furnished equipment for the assembly of such packages, and (D) pack-

age designers or organizations responsible for the submitted designs.

Judging of the packages will take place immediately after the closing of the competition and the awards will be made in March, 1937, concurrent with the Seventh Annual Packaging Conference and Exhibition. The All-America award trophies, in gold, silver and bronze, will be awarded to those companies whose entries receive, respectively, first, second and third highest ratings in each group. Certificates of Award will be given to the designers of these packages and displays as well as to the suppliers of materials and suppliers of equipment used in their assembly.

An official entry blank is included with this issue. Should additional copies be desired, they may be obtained on request. Full instructions are given on the entry blank, one of which must accompany every entry, and it is urged that all information requested be given when the entry and package are submitted.



GEORGE R. WEBBER



KENNETH COLLINS



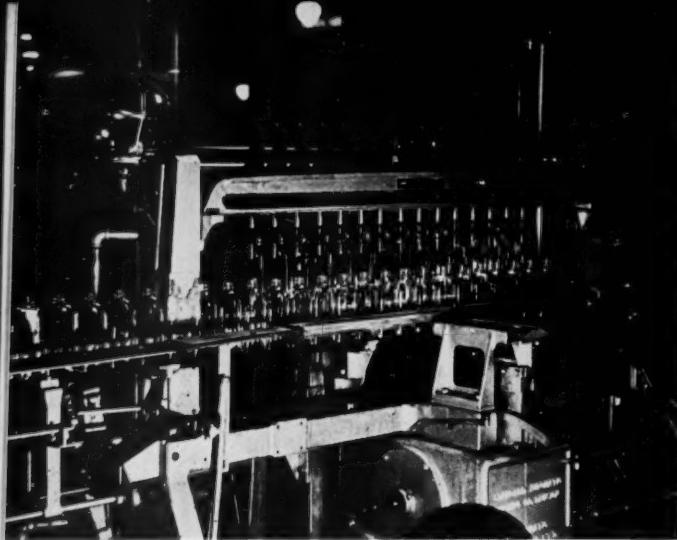
NAN M. COLLINS

president and member of the board of directors of Gimbel Brothers, he brings his valuable experience in retailing to the board of judges of the 1936 All-America.

Charles Luckey Bowman now heads the advertising agency conducted under his own name. For seventeen years he was general manager of Standard Oil Company (New Jersey Division) handling Nujol, Flit, Mistol, Daggett & Ramsdell and other specialties. He is member of the board of the Association of National Advertisers as well as that of the Association of American Manufacturers of Toilet Articles.



CHARLES LUCKEY BOWMAN



Bottle filling machine



Bottle capping machine

Packaging at United Drug—II

Supplying packages that help to account for an annual business of one hundred million dollars requires co-ordination of a high order. And United Drug attains that, as will be seen from a description of how the packages are produced. The previous installment of this article dealt with operations as carried on in the Packaging Department and the Printing and Box Making Departments. The packaging work conducted by two other departments—the Drug Laboratory and the Perfume Department—are included in this issue.

FINISHING IN THE DRUG LABORATORY

BY H. G. FODEN*

ALL of the items which are classed as drugs are manufactured and packaged in the laboratory. The number of different items runs into hundreds and the quantity in which each is produced varies greatly. Some

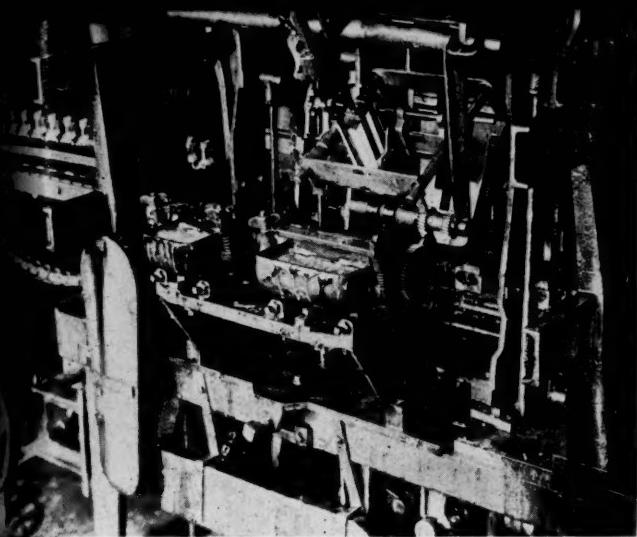
are made in sufficient quantity to call for full automatic packaging, others for semi-automatic and with still others the quantity is so small that almost all hand work is employed. However, there is no item which calls for the full time use for automatic machines, except one, seidlitz powders, which will be discussed later. In all other cases the machines will be set for a run of one kind of item and then changed over for another. This means that the machines must be versatile so that the changes may be made quickly and without undue loss of time and expense. While it is hardly practicable to discuss every operation carried on in this department it is possible to tell something about each type so that the reader may gain a good idea of how the packaging of the very diverse line is handled.

In the laboratory there are four principal types of merchandise which must be handled. These include powdered or granular materials, liquids, pills and viscous materials such as ointments. As liquid packaging illustrates clearly what it means to have a diverse line in greatly varying quantities, it will be an excellent point to start from. On the second floor there is a belt conveyor 90 ft. long headed by a large automatic filling unit (Pneumatic Scale), a bottle capper (U. S. Bottlers) and a double labeler (World Economic). This line is used for filling 8- and 16-oz. bottles. The filler handles thirteen bottles at a time at four cycles per minute,

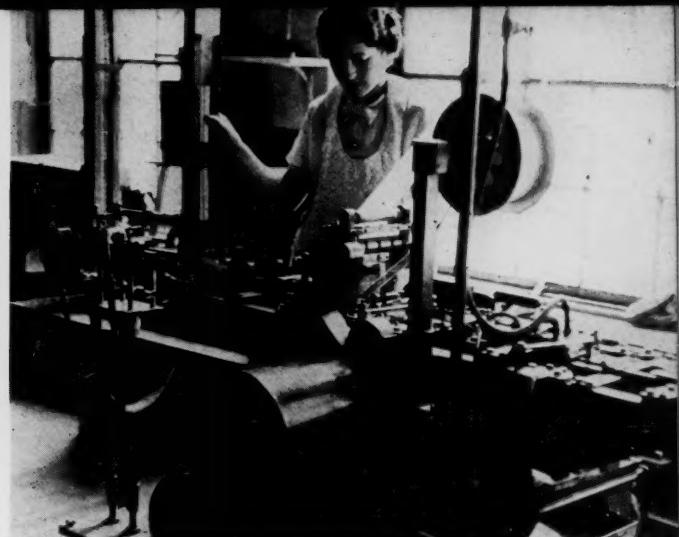


H. G. Foden

*Superintendent, Drug Laboratory, United Drug Co.



LEFT: Double labeling unit works in line with the filling and capping machines

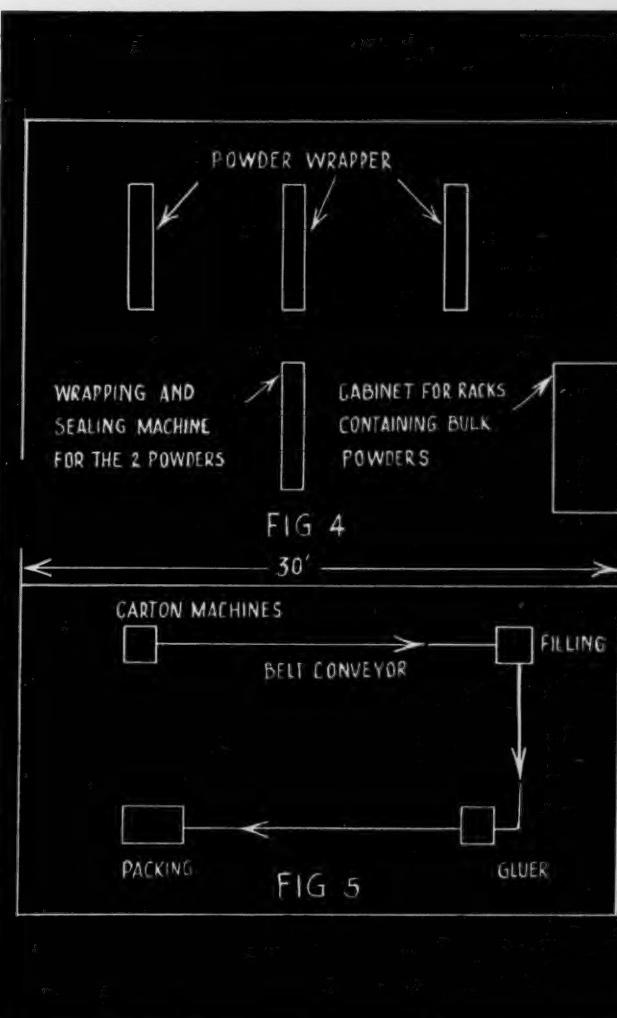


RIGHT: Seidlitz powder wrapping machine which combines one white and one blue powder in wax wrapped package

which means a production rate of about 3000 per hour. The capper and labeler are synchronized with this and the belt conveyor, which is 18 in. wide, is run at about 24 ft. per minute. This passes along the center of a work bench with operators on each side, which is the usual practice. The cartoning of the bottles is done by hand. This is because a good many of the items are not cartoned at all, and there is considerable variation as to size and shape. For such practical reasons as these it has been felt that the expense of a cartoning machine would not be justified. The combination of filler, capper and labeler is versatile enough to handle seven different sizes of bottles, which is sufficient to keep this line busy most of the time, especially in that a good many different materials are filled into bottles at this point of the packaging line.

This long conveyor line is used for other purposes as well, and in an interesting manner. For instance, if the large filler is sending some item through which does not need cartoning, it is possible to take off the bottles near the beginning of the conveyor line and place them in the packing containers. This leaves a long stretch of conveyor free. As there are many and frequent runs of items in comparatively small quantity, the practice is followed of pulling up portable semi-automatic filling machines to the belt line, placing the filled containers on the conveyor for hand capping, then labeling them with a portable labeler (World Economic), also pulled up to this line, and finally cartoning and packing by hand. There is also a portable semi-automatic carton sealer (Standard-Knapp) which is versatile enough to handle many different sizes of cases, which is the reason for using the semi-automatic type rather than the full automatic. This is usually kept at the end of the conveyor line but may be placed at any convenient location.

The portable semi-automatic fillers (Pneumatic Scale) are versatile and can handle bottles from $\frac{1}{2}$ -oz. to a gallon. With the small sizes it is possible to fill 14 at a time, and the rate of production of this and the semi-



Figs. 4 and 5. Machinery layout for Seidlitz powder and dry herb packaging. Production on Seidlitz powders runs to 18,000 complete powders per day, and on herbs 10,000 per day

automatic labeler is around 28 per minute. The fillers are supplied from separate pipe lines from the various tanks on an upper floor. There are three of these semi-automatic fillers here for use for different types of liquid. Liquids for external use are never placed in the same fillers that handle liquids for internal use.

The long belt conveyor is driven by a 3-hp. (Crocker-Wheeler) enclosed motor through a gear speed reducer. In fact, all the motors in the plant are of this type and are equipped, when necessary, with similar speed reducing equipment, which includes the large rollers at

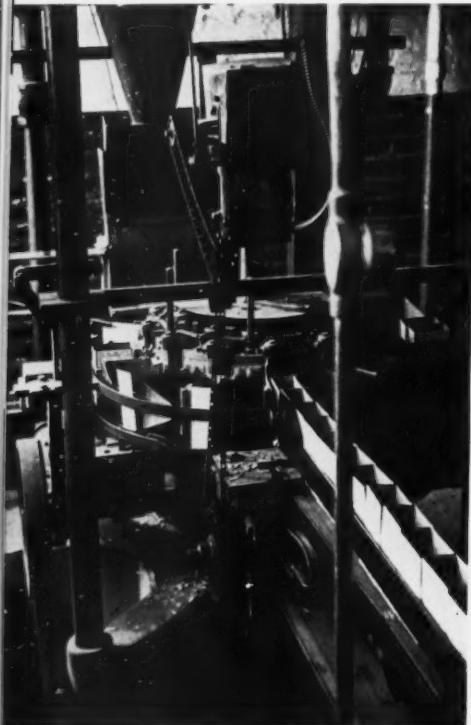
each end of the conveyor. The belt itself rests on top of the bench without rollers, but underneath it is supported at intervals by rollers rigged up by company mechanics at the plant.

Adjacent to the long filling line there is a shorter liquid filling line with a conveyor only 60 ft. long for handling 1- to 8-oz. bottles. A great variety of items is filled here, such as milk of magnesia, cough syrups, castor oil, vanilla, etc. At the head of the line there are an automatic filler (Pneumatic Scale), capper (U. S. Bottlers) and labeler (World Economic). This line is also served by a semi-automatic portable labeler (International) for the handling of small lots.

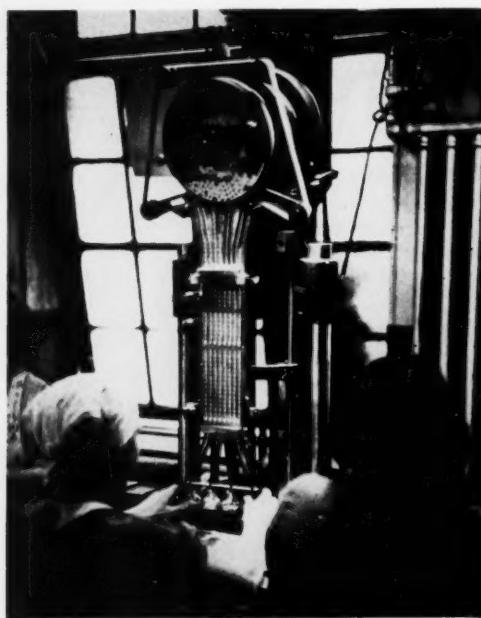
In addition to these two lines there is a full automatic line of the latest type (Pneumatic Scale) consisting of a filler and capper with a production rate of 120 per minute. This is also provided with a labeler (World Economic) and is used for mouth wash and a few other items which are manufactured and sold in large quantities. The finished bottles then proceed on a belt conveyor to the cartoning and packing operations in that department.

Filling and finishing containers with powdered material is carried on on another floor in three parallel lines. The first two of these are used mostly for packing the powder in containers by means of augers. That is, they are used for the materials which do not flow readily by gravity so as to fill the container full and not settle later and make it appear only partly filled. These machines (National Packaging Machinery) are versatile and, by augers of different pitches for different materials, will handle anything between $\frac{1}{4}$ -oz. and 1-lb. They have a production of 10,000 per day on 1-lb. items that are packed here.

The third line is mostly used for filling lithographed tins with free-flowing material by gravity without an auger, and has a production rate of 12,000 per day (Pneumatic Scale). The two outside lines have port-

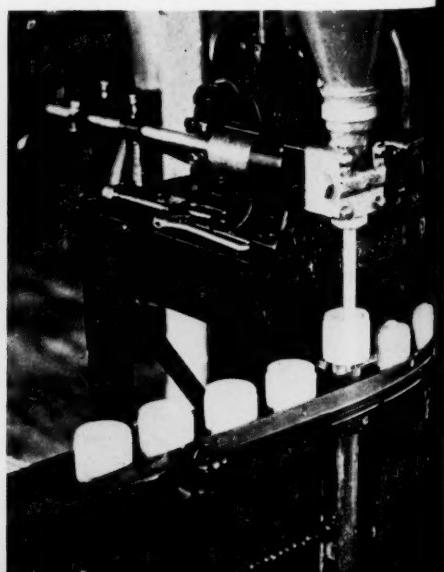


Filling machine for packaging of dry herbs



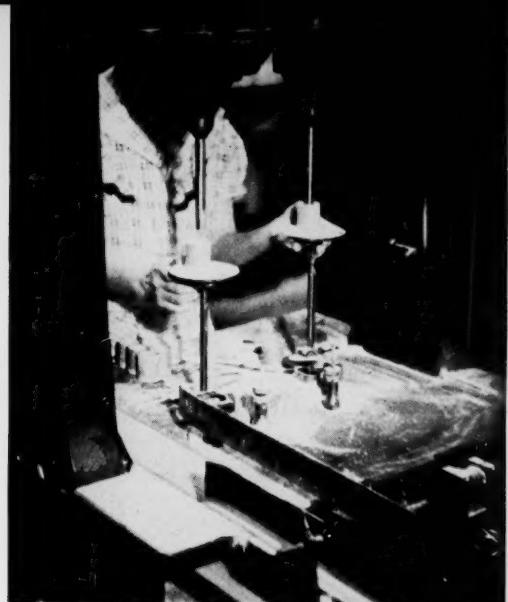
Fully automatic tablet counting and filling machine

Semi-automatic filling machine for packaging creams in jars





LEFT: Automatic collapsible tube filling and crimping machine



RIGHT: Auger type filling machine used for packaging face powders

able semi-automatic labelers (World Economic), while the line used for the lithographed tins, not needing labels, is provided with label gluer (Potdevin) for applying the strip over the cover. From the filling and labeling operations the items pass on along a narrow belt conveyor for cartoning and packing. A narrow conveyor is sufficient here as most of the items do not receive any handling after labeling except packing. These three lines are used exclusively for internal remedies. The external remedies are handled on a separate line similar to one of the first two mentioned.

The making up of seidlitz powders is handled on three machines of Italian make. One is used for the blue wrappers, a second for the white wrappers and the third is spare. These machines are arranged side by side, and opposite the discharge end of the center machine is placed another machine which wraps the two powders together with waxed paper and seals it (Cartoning Machinery Corp.). With this combination it is possible to turn out 18,000 complete powders per day. It is used for nothing else and provides an excellent example of application of full automatic finishing for such items as can be produced in large enough quantities to justify the machinery. (See Fig. 4).

Another interesting set-up is the arrangement for filling cartons with dry herbs such as senna, catnip, sage, etc. It is shown in Fig. 5. The carton making machine (Brightwood) comes first in the production line, then a short belt conveyor to the filling machine (National Packaging Machinery) above which there is a mixer to keep the material flowing. The cartons are here filled with one ounce of material and then pass along another belt conveyor to the automatic gluer and sealer (National Packaging Machinery). From this the finished packages pass to a third belt conveyor from which they are packed. A practical detail of successful operation in this line is that the mixer be operated at a slow speed in order not to break up the herbs too much but enough to keep them moving. The compactness of this arrangement is shown by the fact that it is



Automatic transparent cellulose wrapping machine

installed in a room about 16 ft. x 30 ft. and leaves sufficient space for the operators. Production is about 10,000 per day.

Many of the tablet items are counted and filled by hand, because of the small quantities of any one. The counting is done with a wooden or aluminum board from which they are poured into bottles, cotton is placed over them and the caps are applied by hand, as are the labels, with the help of a (Potdevin) label gluer. The entire operation is usually done by one girl so that there will be no danger of getting the labels mixed in that work.

However there are two finishing lines with belt conveyors where the items are large enough to call for this method of handling. They are 70 ft. long. At the head of one of the lines there is a semi-automatic counting machine (Colton) and at the other an automatic transparent cellulose wrapper and sealer (Johnson), which operates at the rate of 40 per minute. This wrapper is used for a number of different items which may not necessarily be filled from the semi-automatic counter on the line. Anything which needs to be so wrapped is brought to this machine and quickly run



A few of the products packaged in the drug and perfumery departments of United Drug

through. At the head of the other line there is a full automatic tablet counter (Ivers-Lee). It is used for filling aspirin and other tablets in bottles or flat tins without any manual handling. By means of the proper attachment the tins are loaded with 12 tablets laid flat at the rate of 80 tins per minute, or the tablets may be placed in bottles containing 100 at 32 per minute.

The bottles which are filled here are hand labeled, and the work is greatly facilitated by the use of several label gluers on each of the two lines. A comparatively small number of ointments constitute about the only viscous items finished in the laboratory and they are handled by semi-automatic tube fillers and closers (Arthur Colton Company).

Finishing in the Perfume Department

BY WALTER JACKSON*

THIS department handles the cosmetics, perfumes and toilet compounds. They include liquids such as perfumes, pastes such as cold cream and tooth paste and finely divided powders such as face powders. As in all of the other departments, the machinery which is used for finishing depends entirely on the quantity and character of the merchandise to be produced. The quantity is the big factor as some sort of machine can almost always be obtained on the market, or a combination of units set up, which will provide for economical finishing.

The arrangements for liquid filling do not need to cover conditions for large quantities of any one line. Still in the aggregate there is enough of this kind of finishing to call for three conveyor lines which are equipped with semi-automatic fillers (Pneumatic Scale). The semi-automatic type is especially applicable on account of the great variety in size and shape of bottles used. They include lotions, hair tonics, etc., in several different lines such as Adrienne, Cara Nome and others which have their distinctive designs. Filling is done at the rate of 30 to 60 per minute. Two portable labelers of the semi-automatic type (World Economic) are available for service wherever the labels permit of application in this manner, although some of the labels used are of the sort which are best applied by hand, in which case label gluers are made use of.

The filled bottles travel on a belt conveyor, 6 in. wide for this service, and after the labels have been applied the bottles are passed on the conveyor, through what is known as the "hot box." This is a tunnel some 25 ft. long heated with steam piping and through which air is circulated by means of a blower mounted on top. The purpose of this is to dry varnished labels so that they will set sufficiently and not loosen at the edges. This is necessary on account of the decorative type of label used for these items and the fancy kind of bottles with numerous edges and irregular curvatures that require special labels.

Cream and paste filling is done in several ways. Foundation, vanishing and cleansing creams are filled in jars, cold, by a semi-automatic filler (Karl Kiefer) and then pass along a conveyor where they are labeled and capped by hand. Cold cream is filled in tubes, hot, by coupling the tube filling machine (Karl Kiefer) to the bottom of the cold cream percolator and then setting the tubes in trays to cool. The production here easily runs 35 tubes per minute or better.

The big quantity items such as tooth pastes, shaving creams and vanishing creams which are packaged in tubes are run on two full automatic lines consisting of a filling and closing machine (F. J. Stokes) and a cartoning machine (National Packaging Machinery) at the rate of 25,000 per day per machine. Four girls do the entire job at each unit; one packs the cartons in strawboard boxes and puts the name and quantity label on the outside with the help of a power driven label gluer.

The powders are all handled by automatic finishing machinery but the different (*Continued on page 131*)

*Superintendent, Perfume Department

M O D E R N D I S P L A Y



SALES-UP 56 $\frac{3}{4}$ %



ACCORDING
to a recent test conducted
by Ross Federal Research
Corp. in three testing areas

NEW YORK
PHILADELPHIA
BOSTON

this new outstanding FLOOR
STAND, created and litho-
graphed in full color by
FORBES, increased sales on
an average of 56 $\frac{3}{4}$ %—
and did it in a highly com-
petitive market.

Just another reason
why you should . . .
CONSULT FORBES
for CREATIVE
CO-OPERATION

FORBES LITHOGRAPH CO.

P.O. BOX 513 - BOSTON

NEW YORK
PHILADELPHIA
ROCHESTER



CHICAGO
DETROIT
CLEVELAND

Advertising—the key to dealer cooperation

BY J. C. EANES*



MANY NATIONAL advertisers consider themselves lucky if they are able to beg, borrow or steal space for their display material in the retailer's store. Others look upon window and counter displays as an advertising medium only, and are willing to buy or rent space in order to assure its use. Still others distribute their point-of-purchase advertising at random, depending entirely upon the initiative of each retailer as to whether or not it will be used.

Whether the present survey sponsored by the Lithographers National Association and the Association of National Advertisers will uncover circulation figures proving store displays a more potent advertising medium than it has been believed, is yet to be seen. But to those advertisers who look upon displays only as a subordinate advertising medium serving solely to support their radio, magazine and newspaper campaigns through repetition of the main theme or trade name, let us repeat: Advertising at the point-of-purchase, in itself, has for years proven its ability to deliver the merchandise at the same time it delivers the advertising message.

There is no gap in time between the reading of the message and the opportunity to buy. Displays plant the seed of desire, or cultivate the seed already planted, at the opportune moment when the prospective customer is, figuratively, standing with her pocketbook open and can, with no additional effort, act upon the suggestion and make the purchase.

We do not mean to give the impression that displays as an advertising medium alone are not worth every dollar invested in them, for it is evident that they compare most favorably with billboards. However, the purpose of this article is to point out the power of this material to do a real selling job and thus unlock the door of retail dealer cooperation.

Unlike any of the other advertising mediums, display advertising does its work right before the dealer's eyes. While he may enjoy a sales increase on a given product

as the result of a radio or magazine effort, this seems to register on his subconscious mind. It is something he expects and it does not arouse or inspire him to add a little personal selling and thus double or triple his already increased sales and profits.

This seems a hard statement, but advertising and sales executives who have traveled in the field among their retailers know its truth. On the other hand, when it is possible to get dealers to set up their own windows or inside displays, even a small sales increase works like magic. They are human after all, and seeing the fruits of their effort encourages them to lend the necessary cooperative personal selling.

But here let us make clear one point. Being human is one thing, and being aggressive is quite another. Few manufacturers or advertisers can boast of a retail organization as a whole, or in any large part, that is just what they would like it to be. This is particularly true in the grocery, drug, hardware and similar fields. With the exception of the druggist, who is first cousin to the dignified medical profession, most independent retailers are in their particular business for one of many reasons, but very seldom because of their ability to merchandise and sell any particular group of products.

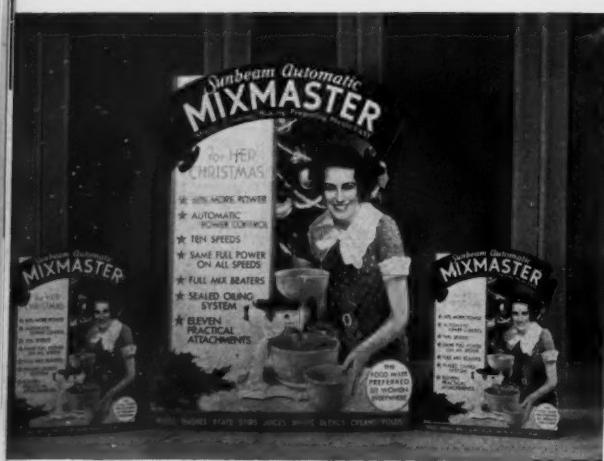
Independent retailers represent to most manufacturers their profitable outlets. Looking at them as a whole they are, in some classifications, steadily gaining in volume over the chains, while in others they have already edged ahead. Looking at them individually we see many are just surviving the battle and need merchandising help. A few recognize this fact, but most of them are at a loss to define it or look for a solution.

The so-called depression years seemed to do one good thing. They taught many of the independents that in order to compete they must apply modern merchandising methods. Unfortunately, they did not teach them how. That is the job of the manufacturer and it offers, in addition to increased sales, the opportunity of building a retail organization in which there would be fewer chiselers and price cutters.

With the realization of this need, retailers are showing renewed interest in store (*Continued on page 88*)



* Promotional advertising manager, The Niagara Lithograph Company.



The Christmas wreath serves to effectively carry a sales message for White Horse Scotch, Burnett's White Satin Gins, Rémy Martin Cognac Brandy, Cointreau Liqueur and Piper-Heidsieck Champagne. Courtesy of Sackett & Wilhelms Lithographing Corp. Light and action make the Eveready Christmas display a brilliant success. The little boy's head comes out on one side and goes back when the Santa Claus head peeps out on the other. Courtesy of Ketterlinus Lithograph Manufacturing Co. The Mixmaster Christmas display indicates that there is a real place for lithographed displays in presenting the product story of household appliances; while with its Christmas display, Alka-Seltzer made a successful bid for window space last year. Both were created and produced by Forbes Lithograph Manufacturing Co. On the job for Personal Seal Chocolates is the "Santa and his pack" display, developed by Palmer Advertising Service.

Giving Santa Claus a great big hand

BY MERLE D. PENNEY*

WHOMO said: "There ain't no Santa Claus!" Why, there's millions of 'em—nearly 130,000,000—in this vast country of ours. Not every one of our total population, of course, is a potential Santa Claus, but nearly everyone can be classed in that category.

We must, in our calculations, eliminate infants, and those few cynics whose hearts are actuated by ice water instead of red blood. The other hundred million, plus, assume the role of Santa Claus every Christmas season; and the extent of their giving is governed only by their station in life—that is, by the fatness or leanness of the all-important wallet.

From boys and girls just entering school—those happy little members of society who have just begun to grasp the full significance of the spirit of St. Nicholas, and who now want to enjoy the thrill of giving as well as receiving—all along the line to those older members who have lived a full life and now reap enjoyment in spreading happiness to the younger loved ones, all those millions of people have many purchase decisions to make each Christmas season.

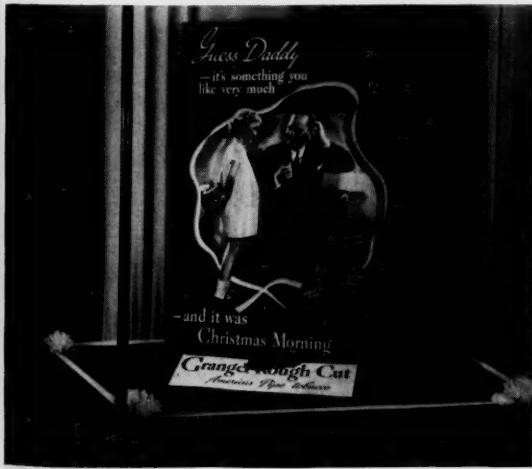
And, what are the merchandisers of the country doing to help those millions make those decisions? The alert and aggressive manufacturers are doing plenty; but there are many others who have failed, for some unknown reason, to grasp the full significance of Christmas trade. The alert merchandiser plans months ahead, maps out his campaign, selects his media, orders his advertising material and is ready to go at the opening gun of that campaign.

*Sales promotion manager, The Forbes Lithograph Mfg. Company

And, why not? "Do your Christmas shopping early"—what a universal slogan this has become. From every side the buying public—the potential Santa Clauses—is importuned to get an early start with its Christmas shopping. And, mind you, this advice comes from merchandisers and retailers. But how many practice what they preach? The merchandisers who do their Christmas shopping early—in other words, those who order their advertising material early—get the best conceived and best executed (and, thus, the most effective) material to help them compete for their share of the tremendous flow of Christmas money.

One of the most logical and most effective methods for attracting the *attention*, and directing the *intention*, of these millions who play at Santa Claus is the medium of window display. During the Christmas shopping season there is more window shopping done than at any other time of the year. Young and old alike are alive to the situation. For weeks they have Christmas in mind. There are many, many problems each must solve—what to give Mother, what to give Dad, what would Tom like; what would please Sue. Many pilgrimages to shopping centers become the order of the days, and on these pilgrimages eager, anxious eyes scan every store window for the clue that will lead to the solution of a buying (and giving) problem.

The products that are featured in store windows, in conjunction with striking, colorful and "Christmasy" window displays, are the products that will stand the best chance of registering on the millions of roving eyes as *the answer—the gift that will please one or more on the long Christmas list.*



Granger Rough Cut Christmas display lithographed in twelve colors and gold bronze is a strong point-of-purchase reminder of that product. Created and produced by Forbes Lithograph Manufacturing Co.



Santa knows about "the pause that refreshes" in the Coca-Cola display. A tree full of good cheer places "Old Mr. Boston" as one of Santa's busy little helpers. Both were created by Forbes Lithograph Manufacturing Co.





A material factor in Philco's Christmas sales last year was the top display produced by McCandlish Lithograph Corporation. Below: The Budweiser display, created and produced by Strobridge Lithographing Company, radiates Christmas spirit and cheer. Suggestive of holiday gift appeal is the display which American Colotype prepared for Velvet Tobacco

Whether the product be a necessity or a luxury, clothing or accessory, cosmetic or hardware item, candy, tobacco or beverage, window displays in keeping with the Christmas season are definitely in order and necessary, to maintain sales against competitive products in like and unlike classifications, during the busy Christmas buying weeks. Even though the wildest stretch of the imagination cannot place a product as a Christmas suggestion, that is no reason why there isn't a real merchandising job that a Christmas window display can do for that product.

The Coca-Cola Company has found it desirable, and necessary, to provide an outstanding Christmas display each year. Alka-Seltzer is classed by most people as a drug sundry—and drug sundries usually have to step aside during the Christmas season in favor of products more in demand as Christmas gifts. Alka-Seltzer, however, made a striking and most successful bid for window display last year with a Christmas display that not only featured Alka-Seltzer most effectively, but also provided the storekeeper with display material calling attention to his complete line of Christmas gift items. These cases are but two of many.

And this brings up an important element in product Christmas displays that must not be overlooked or underestimated. The competition among storekeepers is never keener than during the Christmas season, and more and more are storekeepers becoming conscious of

the fact that their windows must reflect the Christmas spirit. The outstanding Christmas displays that advertisers are able to purchase and distribute economically, in quantity, provide material that the storekeeper could not afford otherwise. The product Christmas display thus becomes an important *good will* item to be presented to the dealer, as well as a vital sales builder.

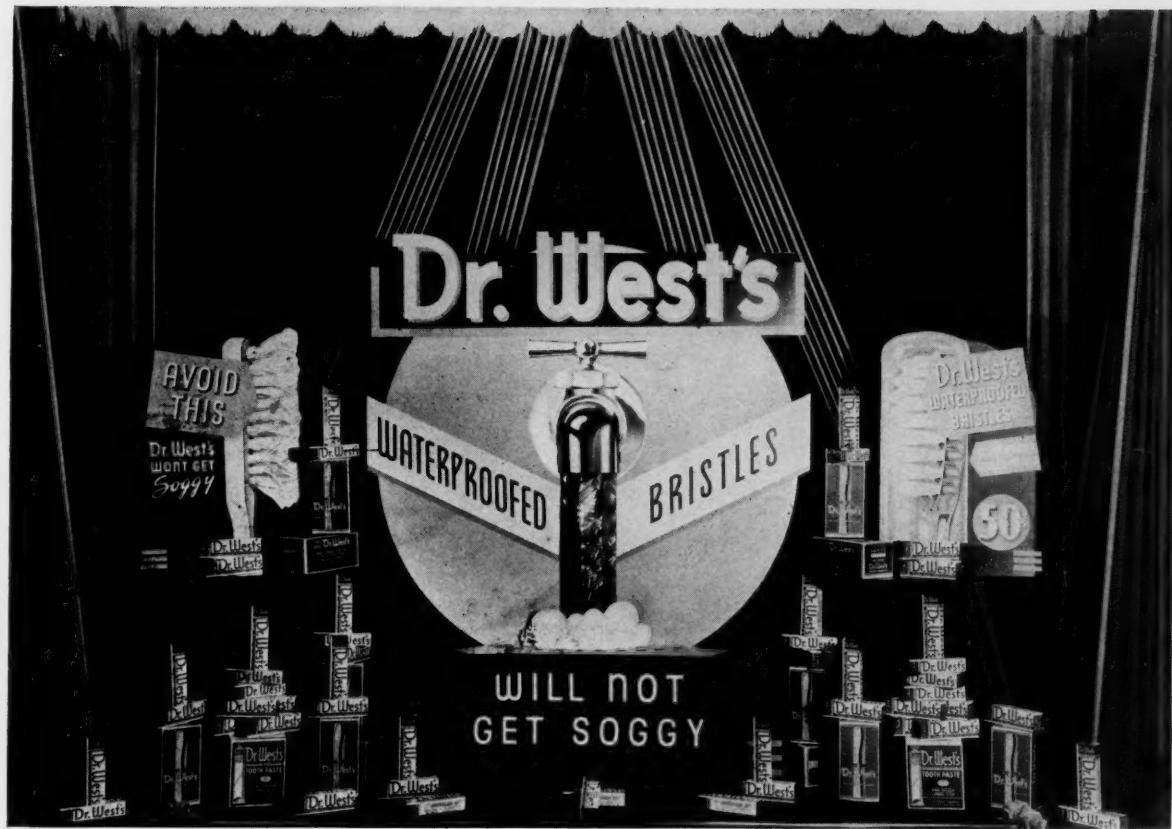
The Christmas motif on the display may take any one of many forms. A Santa Claus always is important, but not necessarily imperative. He can be shown full length, or not, as desired; with his pack, or holding or carrying the product; with his reindeer, or beside a chimney or fireplace. The Christmas tree, also, is very much in order; with the product on, under or beside the tree. The product, and suggestion of product use, can be the outstanding feature of the display, with holly, a section of a Christmas tree, or other Christmas decorative treatment to tie in with the spirit of the times. In other words, the artist need not feel cramped in his development of a Christmas window display; he can extend himself in many directions, adapting his theme to fit the needs of the particular product to be displayed and the merchandising story to be told.

Therefore, considering all that I have said before; in view of the luscious plum represented by the huge amount of money that is spent each year by Johnny Q. Public on Christmas giving; in view of the *good will* gesture to the storekeeper; in view of the dominating place window display occupies in the Christmas sales picture—in other words, *in the interest of greater sales—*



I urge you to give early and serious attention to this matter of Christmas window display.

Do your Christmas shopping *early*, by starting early in planning and ordering your Christmas display material. Feature your product on a colorful, interesting and effective Christmas window display, and in that way give Santa Claus—give all those hundred million, *plus*, counterparts of Santa Claus—a *great big hand*, a helping hand and a big hand of applause.



Dr. West's window-dominating lithographed display attracts immediate attention and has been responsible for increasing sales quotas. The display itself was conceived, designed and manufactured by the Magill-Weinsheimer Company

Can the expensive display pay its way?

Weco Products Company finds motorized motion-display the key to 150 per cent increase in that concern's relative share of the tooth brush market

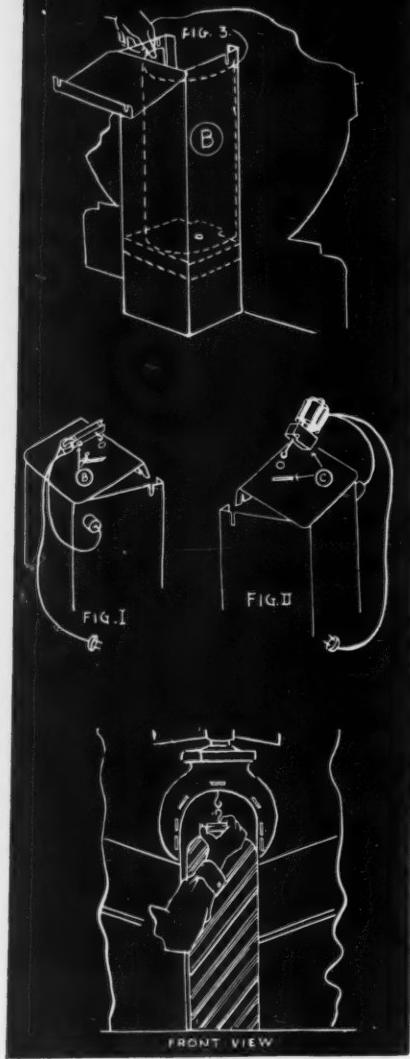
EVERY BRANCH of merchandising and selling has some pet bugaboo, some perpetual argument that will not down no matter how many times the pros and cons think they have delivered the final word on the subject. In advertising, it is the old see-saw between the relative advantages of long and short copy; in the field of selling personnel, it is the never-ending question of which method of payment produces the best results—salaries or commissions or both.

In the display field, although a dozen such subjects for endless argument exist, perhaps the most debatable and most debated is the question of low-cost displays versus elaborate ones. Needless to say, the answer as to the relative profit-productiveness of a simple easeled card versus—at the other extreme—an expensive motorized motion display will vary with almost every case. Such factors as the nature of the product, the reasons for its purchase, its unit price and profit bargain for both dealer and manufacturer and, finally, the quality

of the two alternative displays themselves, make each instance a different one.

The display illustrated is one that falls definitely within the most expensive group. Used by Weco Products Company, makers of Dr. West's tooth brushes, it consists of a gigantic, window-dominating lithographed unit, equipped with a folding front platform and two auxiliary lithographed sections that are held by slots into position on the main unit, and two full color, die-cut, lithographed and easled side units. The central portion of the main unit is cut away to disclose a gigantic tooth brush, made of cellulose nitrate, enclosed within the walls of a two-foot glass cylinder, suspended from a hidden motor and lighted by a concealed bulb. When the motor is actuated and the bulb plugged in, the revolving cylinder—with its spiral grooves—gives the realistic visual impression of a spout of tumbling water falling over the brush from the giant faucet above.

Obviously, a display of this sort is a "stopper." No one can dispute its ability to dominate the window, its eye attracting qualities of color and size, its intriguing motion and the compelling mystery of its "flowing water" effect. No matter what side of the cost argument



Any departure from the ordinary in a display involves the danger of mis-use of the material by the person installing the unit—a danger particularly to be avoided when an expensive display is used. Dr. West's method of avoidance is exemplified by these instruction diagrams—a few of the series attached to each unit as a guide in installation. Vice-president Laird reports one drawback only in regard to the "Mystery" unit—a tendency on the part of dealers to attempt to save juice by turning off the motor. The display, when static, he reports, has only half the effectiveness of the unit in motion.

you may take, all will agree to potential effectiveness of such a display.

But what about its cost? How is it apportioned? Against whom is it assessed? And do sales cover it and yield a profit as high or higher than might have been obtained with a less costly, and thus less elaborate, display? The value of the display, as reported by the Weco Products' vice-president, Kenneth Laird, is slightly below \$5.00. This figure includes packing material and freighting, but does not seem to include installation since this latter would obtain in the case of any effective display to a large extent.

The dealer pays nothing for the display itself, but

he must purchase a minimum of \$100 worth of brushes, at retail sales value, thus making an expenditure of approximately sixty dollars. Thus, while the cost is not thrown upon the dealer, a substantial movement of stock accompanies the installation of each display and serves both to permit of its maximum effectiveness and to insure the manufacturer against the losses of a shortened display period or failure to use the unit at all. The size of the deal has the additional advantage of restricting the use of the display to those stores where windows may be expected to have the greatest value, since only the larger and better situated stores can afford the investment involved.

Finally, there is the question of just how much business the display produces, of whether it justifies its cost. Here the answer can be reported in the most positive sort of affirmation as a result of tests conducted for the manufacturer by the A. C. Nielsen Company, an independent research organization. For the purpose of the tests, two groups of stores were put under the research microscope. Group No. 1 comprised stores which during a four months' period used no interior or window displays on tooth brushes; group No. 2 comprised stores which used no displays during the first two months of the test period, but installed window and counter displays during the second two months of the period. The same merchandising activity was used in both groups of stores, consisting of relative inactivity during the first two months of the period and intensive selling during the second two months.

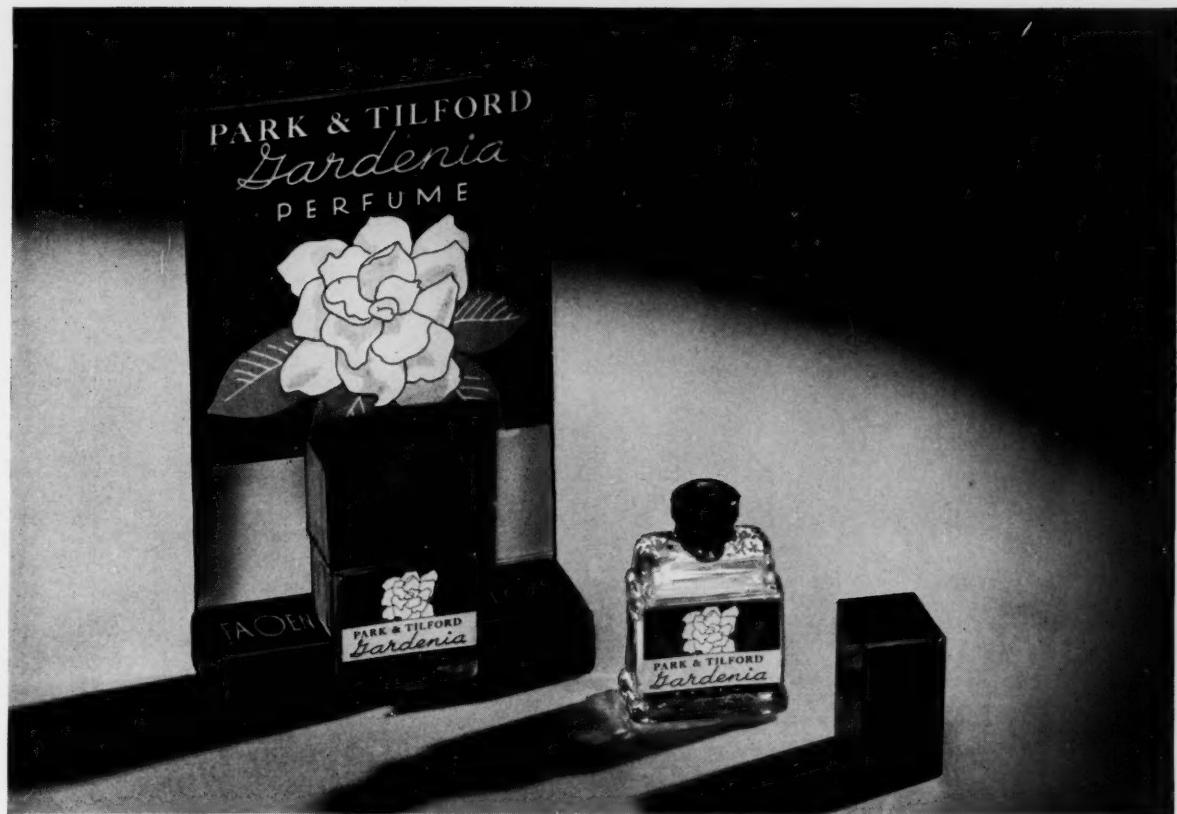
In the first group, the change from inactivity to active promotion of Dr. West's brushes raised the relative share of the total tooth brush volume for the firm's product from 18 to 22 per cent; a 22 per cent increase of Dr. West's sales, ascribable solely to selling effort without the aid of displays.

In the second group of stores, where selling effort was accompanied by the use of the display in question, the percentage of tooth brush sales garnered by Dr. West's mounted from 16 per cent in the inactive first two months to 39 per cent in the active second two months. The jump in the relative share of volume amounted to 150 per cent!

Thus where sales effort alone produced a 22 per cent increase in the proportion of tooth brush business falling to the company's product, the addition of the window display produced an additional dominance of 128 per cent, that portion of the growth in dominance being ascribable to the effect of the display in opening a way for sales effort.

It is well to note here that the method of the test measured not the sales made with or without the display but rather the effect of the display as an aid to sales efforts. This is a much more important figure to secure, since the function of the display is not to achieve sales by itself but rather to produce a receptivity towards selling, to draw the customer into the store willing to have the clerk explain, expound and extol the virtues of the brush.

When judged on such a basis, it is apparent that, in spite of the relatively high cost of the Dr. West's display, its sound conception and perfect execution and its capitalization of the opportunities offered by the large unit-cost budget more than justified the added expense involved.



Sales without salesmen

ABOUT THE first of April, this year, special messengers delivered to managers of chain stores in the larger cities in the United States and to executives of the companies at their buying offices, a package neatly wrapped in gray paper tied with red tape and bearing a label that read "Perishable—Please open at once." When the outside wrapper was removed there were disclosed two boxes, the underneath one white and the top one green, held together by a wide pale green band upon which was printed in darker green, "Compare—Make this test yourself. Compare the odor of a fresh gardenia with the new gardenia perfume of Park & Tilford." In the green box in a bed of green florist's paper was a fresh gardenia. In the white box, against an apple green background was a miniature display card into which was fitted a bottle of gardenia perfume. In this box, too, was an attractively designed broadside entitled "Captured" telling the story of perfecting a gardenia perfume to be sold in chain stores throughout the country.

The same package without the fresh gardenia was delivered in the same manner to managers of chain stores in the smaller cities and towns. Simultaneously with the distribution of these samples, full page advertisements appeared in magazines distributed through chain stores announcing the addition of gardenia perfume to the already extensive line of Park & Tilford Faoen perfumes.

In this way, without benefit of salesmen, Park & Tilford introduced its new gardenia perfume so effectively that orders from buying offices of chain stores began pouring in two or three days after the sample packages were delivered. True, the size of initial orders was small, but trial of the perfume proved so satisfactory that it wasn't long before larger orders followed, and the quantity sold in a single month's time exceeded even the most liberal estimates. Naturally the unique method of presentation was not alone responsible for immediate acceptance of this new perfume. Behind it were months of effort: first, in perfecting a gardenia perfume that would equal or excel those already established within a wide range of prices; and second, in designing a package that would rank with the most expensive perfumes on the market today.

Park & Tilford is thoroughly acquainted with the perfume industry since for some fifty years it has been actively engaged in importing perfumes and at one time or another has been an agent for practically all the well-known brands. Since it has been proved through sales in the most expensive shops throughout the country that the floral odor of gardenia is the favorite of thousands of women everywhere, the company felt that a gardenia odor would be a worthy addition to its line. Knowing from experience the many preferences in perfume—some women like a heavy lasting odor while others use a (Continued on page 86)



1



2

Gallery of advertising displays



3

1. A & P has adopted a double-tier type of counter display container for Mayfair Tea. Ships compactly, opens out for display instantly, and shows a double row of the merchandise, with both rows easily accessible to the customer. Produced and patented by Einson-Freeman Co., Inc., 2. The combination of pretty girl and stacked-up merchandise are the elements that made this Canada Dry cut-out an instant selling success. Constructed in three planes and lithographed in full color by the Brett Lithographing Company. 3. This counter display for Junket Mix for Ice Cream has a fold-over base upon which a carton of that product can be placed together with one or more other products, whereby a "deal" and combination price can be set by the dealer in space provided on each suggestion slip. Created and produced for Chr. Hansen's Laboratory, Inc., by Forbes Lithograph Man-



4



5



ufacturing Company. 4. The Williams counter display is supplied flat, simple to set up and is presented by the salesman as a special deal for mixed goods. Designed and lithographed by the Brett Lithographing Company. 5. The Pro-phy-lac-tic Brush Company merchandises "Lucky Turtles" (nail brushes with plastic backs in five attractive colors) in this display designed to hold six of the brushes in its pockets. Designed by Elizabeth M. Maher. 6. Silver Wedding gin and its celebrated twin, Golden Wedding whisky blend of straight whiskies, join forces to tell their effect in a new Schenley window display built around the world-wide interest in the future of the gold standard. 7. The Stanley Works offers its Carefree Door display to hardware dealers. In each package is packed one window sticker inviting the customer to come in to the store and ask questions about hardware and the other sticker advertising Stanley hardware for Carefree Doors. Lithography is by Munro

& Harford Company. **8.** The Daisy Air Rifle window display appeals to the small boy's fancy and carries three different models of rifles. Designed and produced by The Erie Lithographing & Printing Company. **9.** Proving the company is not lost in a fog of streamlining, Bauer & Black enlisted an old-fashioned lady who sits in her rocking chair

and sells Blue-Jay Corn Plasters via this counter display. Each time a package is removed from the pile in her lap, Granny rocks back and forth in realistic fashion in her metal chair. **10.** Extra attention value was added to this Horton's Mel-O-rol display by its unique construction, shown in inset. Created and produced for Pioneer Ice Cream

Division, The Borden Company, by the Niagara Lithograph Company. **11.** This window display arrangement—large and small display cards, and bottle neck price cards—was created for the Sand Springs Corporation. All pieces were designed and lithographed in full color by Forbes Lithograph Manufacturing Company.



10



9



11



Combined with such accessories as rear-lighted, translucent panels, as in the case of the platform of the Classic Cordials display, silk screen offers an ideal means of achieving effectiveness and brilliance of tone without obscuring the major point of interest, the product itself.

The silk screen process for displays

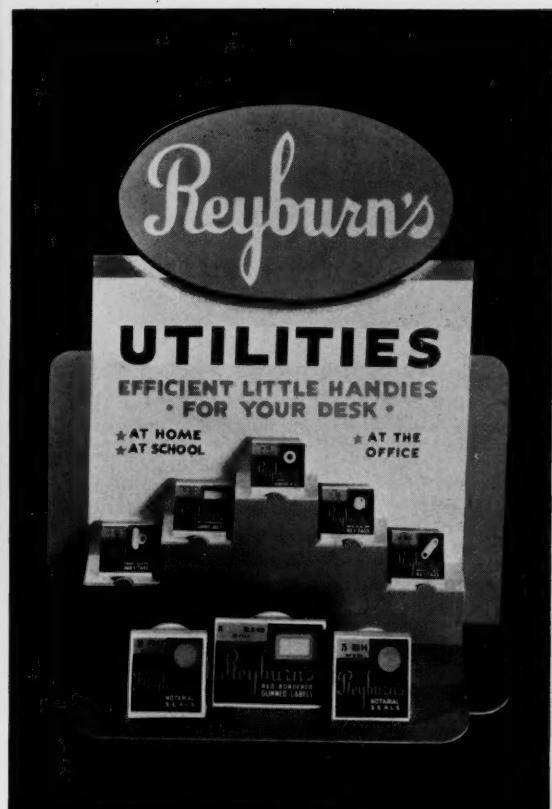
THE SILK screen process, like all other surface decorating methods, has its advantages and its limitations. It offers a brilliance of color, an air of freshness and a degree of contrast ideal for display work. While not well suited to long runs, it offers decided economies in small or medium runs and is economical even when the number of duplicates to be made is very small—so small as to preclude the possibility of using such processes as letterpress or lithography, with their more elaborate and expensive set-up costs. Likewise, in the case of very large displays, where plate costs would otherwise be prohibitive, the silk screen process sometimes serves as the only practical means of achieving an attractive and finished effect within the compass of a reasonable expenditure.

Perhaps because of the inherent simplicity of the process—and the resulting tendency for poorly financed and inexperienced operators to enter this field—the silk screen method has sometimes fallen into an undeserved disfavor among merchandisers who—wrongly—judged the process by the poorly conceived and poorly executed examples which happened to come to their notice. Yet,

even a casual consideration of some of the well-designed and carefully executed silk screen displays now being used by national advertisers will show that the process has decided merits.

Consider the three shoe displays for Beauty Tred, Slender-Line and Charmtone shoes, used by the Cradock Terry Company. This firm merchandises its line through the better grade retail shoe stores and small department stores, where the window display manager is confronted with the choice of using window displays entirely of his own creation or working in a number of suitable units in conjunction with backgrounds or sets of his own design. Obviously, such units must offer qualities which the display manager cannot obtain by his own efforts, yet they must be of a type that will blend with the other fixtures and sets within the window and with the other windows of the store. For such a case, silk screen displays seem to offer the ideal solution.

On the one hand, their bright colors and poster effects are in complete harmony with the hand-made display units common in such stores. Yet, their fine lettering and figure illustrations are beyond the powers



of the individual display manager to reproduce and, hence, they offer him very desirable effects.

In the case of the Craddock Terry displays, design plays a major part in assuring both dealer acceptance and, after that, sales effectiveness. In both instances, the process—and particularly the manner in which the process is utilized—serves to emphasize the style element which is an important essential in shoe merchandising. The company reports an almost universal demand for additional display units.

A somewhat similar situation was solved by the same method—though displays of utterly different design—by the Continental Distillers Corporation in promoting the sale of Classic Cordials and Sevilla Rum. In liquor stores, mass display of merchandise is the universal custom and in designing these displays, recognition was wisely given to the desire—in fact the necessity—of each merchant's displaying the largest possible number of items in a given window space. Hence, both displays are of the compact, platform or stage type,

Left: Effective use of reverse color panels and clever planning for ensemble effects by the utilization of the display qualities of the packages themselves, characterizes this Reyburn Utilities display. Below: Blending and harmonizing with the typical window displays used by small department stores and retail shoe dealers, these silk screen units are assured an enthusiastic dealer acceptance because of their brilliant poster effects and their fine figure illustrations



occupying only slightly more area than the bottles themselves would demand. Here the display effect must be gained by color schemes and by the vertical background panels. The flat and bright tones of the silk screened board serve to make the bottles stand out and command attention while the stylized backgrounds are used to lend a note of authentic atmosphere to the products and thus to focus attention upon these items and make them the central eye-attractors in any window in which they may be placed. In the case of the Classic Cordials display, a stylized Greek column surmounts a lighted platform, symbolizing the product's name, while a similar effect is achieved in the instance of Sevilla Rum by the use of a baroque plaque and coat-of-arms surmounted by palm fronds. It is noteworthy that both displays supplement the effective screen-tones with other devices for attracting attention and adding authenticity—in one instance the use of lights, in the other the fringe of palms.

Other Uses of Silk Screen

A different, yet equally effective use of the silk screen type of display is found in the set-up utilized by the Reyburn Manufacturing Company for its Reyburn Utilities, stationery accessories sold for office, school or home use. Here again, the silk screen process offers more than mere color brilliance—though in a display of this character, such color brightness is in itself a major success factor. The ease with which even and brilliant coverage of large surfaces can be effected while maintaining lettering clarity likewise plays an important part in the success of displays such as these.

Since the basic problem of this display was to remind passers-by of their latent need for these accessories and to convert this need into active sales demand, the display was designed to provide the utmost possible attention value for the products themselves and each package, illustrating the product within, serves as an essential part of the ensemble effect. Yet, although the dealer thus achieves his aim of creating immediate sales, the display serves the sponsoring company by also serving as a prominent point-of-sale advertisement for the firm's entire line and for the trade-mark name.

Credit: To Artcolor Corporation of Philadelphia for design and execution of displays illustrated.

Sales Without Salesmen

(Continued from page 81) lighter, more subtle fragrance—and not content to produce just another perfume, the company's research laboratory was constantly at work for five months concentrating on an essentially finer product that would have the true fragrance of the flower and at the same time meet with the most varied preferences. Indeed, during the process of working out the odor, the product was continually being compared with a fresh gardenia in their efforts to capture the true fragrance.

An equal amount of thought and consideration was devoted to the preparation of the package, designed by Monroe F. Dreher, Inc. As a result of wide experience in the chain store field, this organization has found that whatever the quality of a product, good package design and display effort are absolutely essential in selling merchandise in chain stores since the

sale of the item depends almost entirely upon its silent appeal to consumers. The package must be geared to consumer acceptance and be its own salesman in these busy stores where the clerk behind the counter has little time to extol the merits of any one particular brand of merchandise. Therefore, the package and display that compels the most attention is the one that sells in preference to all others.

After some experimenting, a size and shape were decided upon and a sketch in color presented for approval. The combination of colors—white, green, yellow and black—had been checked to determine the exact degree of visibility under artificial lights by photographing a dummy bottle with a label sketched in tones of black and white with the same intensity of color value as that appearing on the finished label.

The vial is so designed that only one drop will come out at a time. The neck of the bottle is fitted with a cork that has an opening in the center, and a black cellulose material around the outside conceals the cork. A black plastic closure, always identified with Park & Tilford's chain store perfume and used because it gives a high class effect and quality appearance to the item, is molded with a long dowel on the inside which fits into the cork in the neck of the bottle making a perfectly tight seal. The plastic cap extends nearly halfway down and is flush with the sides, while the bottom of the bottle has a slightly protruding ridge. The entire package is designed so that it can be laid down on any side or stood up without spilling.

The label shows a gardenia against a dark background above a strip of yellow upon which appears the name of Park & Tilford and the word "Gardenia" in script. This covers the entire lower portion of the bottle beneath the cap. The miniature display stands follow the same color scheme as the labels, and the package shows up to advantage against the yellow strip on the display card.

Opinions of Women Invited

As a final check on the effectiveness of the perfume and package before making their dramatic presentation, sample bottles were distributed among some twenty-five or thirty women of prominence and women in every scale of living who were asked what they would expect to pay for perfume of comparable quality. The prices suggested ranged from \$2.00 to \$3.50 a bottle in the size now being sold through chain stores at 10 cents. This low retail price is made possible only through large purchases of the necessary floral oils and by mass production.

The new Park & Tilford gardenia perfume has been given prominent display space in all stores in which it is sold. Packed in each shipment are miniature display cards which give height and interest to the display beyond the usual run of such merchandise. Many stores rounded out this display with gardenia plants in full bloom which offered an opportunity for comparison by first sniffing the real flower and then the perfume to see how accurately the fragrance of the flower has been captured.

Bottles by J. T. & A. Hamilton; labels by The Foxon Company; closures by Bridgeport Molded Products Company; design of package and display by Monroe F. Dreher, Inc.

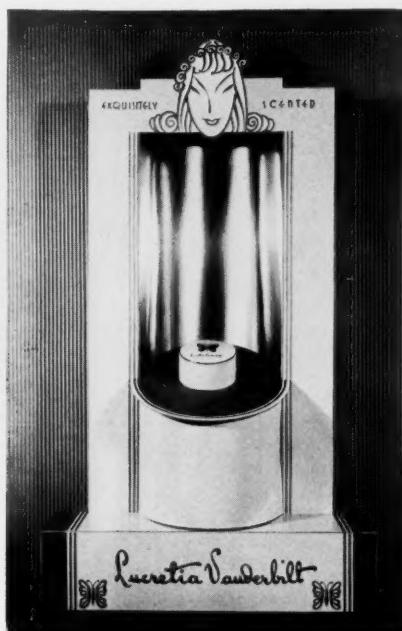
The third dimension in dealer display

BY FRANCIS D. GONDA*



Unguentine bevel frame display simulating the marble plaque idea. The curved metallic foil background to the cutout center adds appearance of depth to thickness

Architectural effect in the Lucretia Vanderbilt display is obtained with built-in niches and curved background of gleaming gold foil



ONE GREAT advantage in attention value that display has as a medium over the flat, two-dimensional printed page, is the greater semblance of reality given by cutout outlines and multiple planes. Conversely, the flat surface obviously is at a far greater disadvantage when brought into close juxtaposition with solid, three-dimensional objects—as it must of necessity, when surrounded by actual merchandise.

For this reason, the effect of a truly realistic "third dimension" has been even more ardently sought in store display than in that kindred enterprise in "show business," the silver screen. But it is only recently that success in any degree has been achieved in creating the effect of thickness, depth, solidity—in giving cardboard the appearance of a structural, architectural quality and imparting to faces pictured on paper the sculptured roundness of high relief—or of actual life itself.

An outstanding example of the architectural effect was the Lucretia Vanderbilt display with its "built in" niches with curved backgrounds of gleaming gold foil. Another is the current Unguentine "bevel frame" display which, by cleverly scoring back and joining cardboard edges, simulates the massive thickness of a polished wooden, metallic or marble plaque. The curved metallic foil background to the cutout center adds the appearance of depth to thickness.

As an instance of inside-the-store display with "structural" effect, there is the Griffin counter arch, designed for chain store demonstrations or as a means of impressively isolating Griffin merchandise from competitive surroundings. The two rounded columns and



The latest development in dealer display—"sculpturesque" faces automatically projected by opening of easels

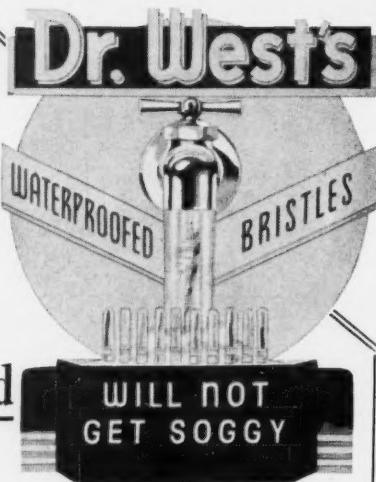
four-sided cross-bar at the top not only give the impression of solid masonry or substantial wood, but have the added advantage of the message being visible from all four sides, instead of merely from the front or the direct front and back, thus virtually doubling or quadrupling its "audience."

Finally, there is the very latest development in dealer display—"sculpturesque" faces, automatically projected by the simple act of opening the easel.

This new trend in window and store display marks both a distinct advance in display technique and a definite addition to the "circulation" of the display.

* Vice-president, Elinson-Freeman Company, Inc.

**Always
out in
front
because
it's
animated**



Speed Way

Back-gearred
Flea Power MOTOR

For dependability, for safe economical operation for low cost and easy mounting... for all around suitability for the job. Magill-Weinshien Co., Chicago manufacturers of the Dr. West "waterproof" display chose the SpeedWay 8501 unit from the extensive SpeedWay line of special display motors.

The SpeedWay 8501, complete with reducing gears weighs but 10 ounces, 110 volt it plugs into any light socket, runs cool without transformer or radio interference, delivers any speed from 3 to 25 r.p.m. There's a SpeedWay motor and mechanism exactly suited for every job.

Write for
Bulletins

Speed Way Manufacturing Co.
1865 So. 52nd Ave., Cicero, Ill.

First, because the inexpensiveness of cardboard will enable the advertiser to buy more displays of the "de luxe" type than he could afford in wood or metal. Second, because the more substantial, dignified appearance of such displays will get cardboard displays into more better class stores. Third, because the greater attractiveness of the display will stop more people.

And it is a mere matter of mathematics to figure that if you get more displays for your money, more stores to show them and more people to see them, you are bound to get more advertising—and sales.

Advertising—the Key to Dealer Cooperation

(Continued from page 75) advertising. Do not misunderstand this to mean that they will install every window display or put up every counter display or inside store sign that you send out, for this is not so. There is still the through road to the basement for point of purchase advertising that does not really affect the retailer. If he does not understand its application and use, this material is practically wasted.

The one sure way to win dealer cooperation is the intelligent use of displays and other dealer helps. Outside of special allowances and unearned discounts (which in themselves are a fallacy) this material is your only way of making the retailer conscious of your desire to help him. Every product worthy of public confidence and favor is, in itself, profitable, but only so far as it is profitable to the retailer. In short, this means that his success is your success.

If you are sincerely interested in taking advantage of this golden opportunity, take stock of your situation

today. Get a good look at your picture and the picture of your retailers. Then you will understand the one true law of cooperation, "Give, and ye shall receive." This axiom is as true as it is old, and when applied to dealer cooperation, it spells success.

Not so very long ago a large manufacturer of a nationally advertised product began to wonder about dealer cooperation. While his product was the best known in the field, it was being used by chain stores and larger independents as a loss leader. This fact had much to do with the unfavorable dealer reaction. Almost since the creation of the product, this company had been purchasing displays and other forms of dealer helps. Some were good and others were not so good, but year in and year out they had been supplying the retailer with a goodly share of store advertising. And yet dealer disfavor was quite evident. Attempts at price maintenance helped, but very little. Other remedies were tried, but they too missed their mark.

Then the use of store advertising promotions as a key to open the door of dealer good will and cooperation was suggested. True, it was hard to get them to see the point, but finally they agreed to try.

The first step was a thorough study of the general selling habits of their dealers. This investigation pointed out many ways by which this manufacturer could help both the retailer and himself.

With this first hand information a complete display promotion was planned—not just a display, but a complete store promotion. Many of the smaller store campaign units were given to help increase the sales of non-competing products and had only a small tie-up with the merchandise of this advertiser.

The theme of the entire effort was to help the dealer, and no bones were made about it. The idea was not hidden behind a camouflage of ballyhoo—it was sincere and right to the point.

This advertiser set out to give his retailers real assistance, and give it they intended to do. But here again was a problem. Giving anything away definitely lessens its value, and in order to overcome this handicap, the complete store promotion was offered to retailers who, in accordance with the size of their stores, either had sufficient stock on hand or would place an order that would bring their stock up to the mark.

This action, together with the labels used on the material telling of the cost of preparing it, established a definite value in the eyes of the dealer. It also assisted in impressing upon the retailer the manufacturer's desire to win his good will and the sincerity with which he was attempting to help him earn increased sales volume and profits.

The cost of the entire plan, including display and other point-of-purchase advertising material, was kept within the original appropriation. While it represented a larger amount per store covered, it assured a higher percentage of usage. Upon completion of the campaign, a check on the complete plan as compared with the old method of display distribution and usage proved that the cost per store when the planned promotion was used was almost one-third less.

Like Vash Young, you have "a fortune to share." Share it with your retailers. Get busy and give them a hand. Remember, sharing their problems means sharing their success.

Order for NEW Subscription

Please enter my subscription to begin with the issue.

\$5.00 for one year \$8.00 for two years
Remittance enclosed Send invoice

Name _____

Your position (or profession) _____

Company _____

Street _____

City _____ State _____

Products Manufactured _____

This is
NOT
an expiration
notice

CANADA — \$7.00 — One Year
12.00 — Two Years

FOREIGN — \$6.00 — One Year
10.00 — Two Years

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

B U S I N E S S R E P L Y C A R D

First Class Permit No. 2656 (Sec. 510, P. L. & R.), New York, N. Y.

MODERN PACKAGING

425 Fourth Avenue

NEW YORK, N. Y.





Clix dog products in packages that click

THE FLEA circus on Towser's back hasn't a chance with Clix, the new line of animal cleansing products manufactured by the Animal Supply Corporation of America. It comprises a sure-kill flea powder and a medicinal soap made with natural mineral water from the world-famous Saratoga Spa, for toning the skin of the animal. Unlike most dog soaps, it has the refreshing scent of oil of pines, which serves the triple purpose (along with some palm and cocoanut oils) of giving the soap a pleasant odor, a lavish lather and bringing out the natural oils of the skin.

The flea powder comes in 2-oz. fibre containers with metal bottoms and sifter type tops. The bottom has a friction disc for filling. It is labeled with a pale citron yellow background, with large orange red and blue description blocks and bands. Line drawings in blue of the popular breeds of dogs and cats are shown in appealing repose or scampering happily over all the free space in the background. The identification appears in large shadow lettering in the colored blocks, that proportionately dominates the container.

As a special merchandising offer, two wrappers of Clix Flea Powder and 25 cents in coin entitles the customer to a \$1.25 hand-colored enlargement of his favorite snapshot in life-like colors. This has brought a very gratifying response from dog lovers all over the country, and especially in the case of children's pets, for hanging on the walls of the child's room.



The flea powder is sold in lots of a dozen containers packed in a display container which is done in white and a light pine green color. The Clix dog soap comes in the regular 4-oz. soap size, individually boxed in a carton designed very similarly to the wrapper on the flea powder container, to carry out the family resemblance. The dog soap also comes packed in a display container in the same white and pine color combination. The cut-out at the top of the display shows a snapshot nonchalantly placed at an (Continued on page 117)



The new labels, shown on the lower shelf, in contrast with the old use white space to emphasize trade mark figure and colorful representation of product

Revamping labels to meet present needs

BY HAL W. JOHNSTON*

DEFINITELY an evolution is taking place in the design of labels for preserved foods. Formerly, and still to some extent, store customers looked at shelf upon shelf of canned foods which bore elaborate and meaningless labels all quite in keeping with the red plush era. However, in their time, these served to build sales and prestige for many packers who are still important factors in that field. In contrast, however, we find that today a packer who is taking and holding his share of sales is aware of the change that has taken place in the consumer's attitude toward packages and labels. No longer is the consumer intrigued with the overdressed labels of yesterday; in fact, unless she is aware of the quality of the product so labeled, she may be suspicious.

Particularly in the case of labels, it was difficult to bring about a change because the packing industry as well as the printers and lithographers who furnish the labels had established what might be regarded as a specific formula for label design and, viewing these labels as a whole, there was but slight difference—one was very much like the other—save for variation in color and trade mark. To break through this tradition required courage. But that it has been done and that the results have justified the movement, is evident in the increasing use of modern label designs by old as well as newly established packing companies.

An interesting instance of the former is that of the Minnesota Valley Canning Company, long known for its Green Giant and other brands of packed products.

* Vice-president and director of sales, Stecher-Traung Lithograph Corporation.

The real story of the "Green Giant" begins away back in a modest cannery at LeSueur, Minn., and the romance of his growth is the romance of the business life of E. B. Cosgrove, president of the Minnesota Valley Canning Co., which, with its Canadian connection, Fine Foods of Canada, Ltd., has grown from the single small Minnesota enterprise to a total of twenty-four modern vegetable preserving plants covering Minnesota, Wisconsin, Washington and the Dominion of Canada.

The packing of exclusive breeds of peas and corn of controlled and standardized quality, such as the Green Giant peas, was entirely Mr. Cosgrove's idea and the acceptance of this product by the trade has really been remarkable. The Minnesota Valley Canning Company and its associates have never been able to pack enough peas to take care of the demand for this product. Del Maiz corn as a cream style corn was also Mr. Cosgrove's idea and he was one of the first to pack whole grain corn in vacuum to give the consumer "Niblets" corn.

The Minnesota Valley Canning Company from a small country canning organization now maintains a nation-wide sales force and its products are Niblets corn, Del Maiz cream style corn, Niblet-ears (the new corn on the cob, vacuum packed) and Green Giant peas, while Fine Foods of Canada Ltd. this year will pack tomato juice, tomatoes, string beans and green asparagus, in addition to the previously mentioned staples. The products of the organization will this year be distributed in almost every state in this country, will be sold throughout the Dominion of Canada and exported to European countries.

During the latter years the Minnesota Valley Canning Company and its subsidiaries have been consistent advertisers in the national publications and have a very healthy advertising appropriation for the year 1936 to back up and exploit their products. The human interest copy prepared by and under the direction of Leo Burnett of Leo Burnett, Inc., has been placed in the leading publications of the country including *Saturday Evening Post*, *Ladies' Home Journal*, *Good Housekeeping*, *Time* and others.

Consistent with the company's policy of preparing nothing but the finest of foods, the Green Giant and Del Maiz labels represent a process of evolution which will give the product this year an entirely new and distinctive type of shelf appeal. The basic designs were created by John E. Olson, art director of the Leo Burnett Company, Inc., and executed by Harry Farrell, Chicago designer. The Stecher-Traung Lithograph Corporation was called in on many conferences during the process of designing the new labels and was able to offer some practical suggestions. This was particularly true when the finished art work was brought in, and then when the lithographing had proceeded to a point where color proofs were available, they were carefully checked by Mr. Burnett and his staff personally at a conference with Mr. Cosgrove. The result has been a clean-cut, poster type of label entirely different and distinctive from general shelf packages. The effect of the change has been to improve and make more pleasing the figure of the giant and the product he brings to the consumer. White space has been employed to emphasize the trade mark figure and colorful representation of the product, at the same time losing nothing of the necessary supplementary wording identifying both the trade mark and the product with the well-known brand names—now unmistakably identified as the Green Giant Family.

In a word, the entire line is a tribute to the personality and aggressiveness, as well as the foresight of Mr. Cosgrove. One of the many things that stamps him as an astute executive has been his ability to deputize and supervise his organization through the years of its progressive growth.

Here are samples of the new Niblets, Del Maiz and Green Giant labels—modernizations of already established products and packages

Niblets

DELMaiz
MAIZ
NIBLET

BRAND REG. U. S. PAT. OFF.
VACUUM PACKED

FRESH CORN OFF THE COB

CONTENTS
12 OUNCES

COPYRIGHT 1936

The GREEN GIANT FAMILY of Quality Products

DEL MAIZ CREAM STYLE CORN

— golden sweet corn —

The GREEN GIANT FAMILY of quality products includes:

Del Maiz NIBLETS Corn—whole kernels of Del Maiz golden corn, vacuum packed.

DEL MAIZ EARS CORN—four whole ears of golden corn—packed in vacuum.

DEL MAIZ CREAM STYLE CORN—golden sweet corn packed in own delicious cream. More kernels. More body.

GREEN GIANT PEAS—the great big tender, sweet kind.

All above products packed from new breeds exclusive with this company. Identify by the GREEN GIANT on label.

HOW TO SERVE—Remove from can and heat in a double boiler. Serve piping hot. Add plenty of butter and season to taste with salt and pepper. Avoid over-cooking or frying which tends to toughen kernels.

FOR VARIETY—Serve Del Maiz Niblets

- With Little Sausages
- With Chopped Okra
- Salad in Tomato Aspic
- Cream in Green Peppers
- Niblets Muffins
- In Baked Onions
- In Cheese Omelette
- With Rice and Chicken Livers

MINNESOTA VALLEY CANNING COMPANY • Minnesota • Wisconsin

Home Office: Le Sueur, Minn.

PACKED ONLY BY THE

DEL MAIZ CORN—a new breed of corn—not just another brand

It was developed by seed experts through years of persistent work with a delicious in-

DEL MAIZ NIBLETS

BRAND REG. U. S. PAT. OFF.
Del Maiz Corn

— Del Maiz Ordinary Corn

Del Maiz Niblets is big tender whole kernels of golden sweet corn sliced clean from the cob and packed in vacuum with just enough salt and sugar added to season it properly. It is packed from selected ears of an entirely different breed exclusively controlled by us, with unusually tall kernels on a very small cob. Because of their unusual depth, these kernels may be cut so as to preserve the rich heart of the corn without including the cob fibers. . . . Five generous portions in this can.

THE STORY OF DEL MAIZ CORN

Del Maiz corn is a new breed controlled exclusively by us. It was developed by seed experts through years of persistent work with a delicious in-

621

MAIZ

**CREAM STYLE
CORN**

CONTENTS 1 LB. 1 OZ.

WISCONSIN VALLEY CANNING COMPANY

REG. U. S. PAT. OFF.

COPYRIGHT 1936

NIBLET-EARS CORN
—four whole ears of
golden corn. Vacuum
packed.

GREEN GIANT PEAS
—The great big tender
kind.

All above products packed
from new breeds exclusive
with this company. Identify
by GREEN GIANT on label.

TOASTED CORN AND CHICKEN
1 1/2 cups creamed chicken
1 cup Del Maiz
2 lbs. butter
Current jelly
(sliced)

Packed only by the
MINNESOTA VALLEY CANNING COMPANY
MINNESOTA • WISCONSIN • Home Office: Le Sueur, Minn.
Combine all ingredients. Heat
and pour into individual baking
dishes. Place in hot oven 15 min-
utes to brown. Serve with grilled
sausage.

Niblets
DELM AIZ
TRADE
MARK
BRAND
REG. U. S. PAT. OFF.

VACUUM PACKED

**FRESH CORN
OFF THE COB**

CONTENTS
12 OUNCES



MINNESOTA VALLEY CANNING COMPANY • Minnesota • Wisconsin
Home Office: Le Sueur, Minn.

© 1936 Minnesota Valley Canning Co., Inc.

The GREEN GIANT FAMILY
of quality products includes:

Del Maiz NIBLETS CORN—whole kernels
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NIBLET-EARS CORN—four whole
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DEL MAIZ CREAM STYLE CORN
—golden sweet corn packed in own de-
licious cream. More kernels. More body.

GREEN GIANT PEAS—the great
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All above products packed from new
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Identify by the GREEN GIANT on label.

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MARK
BRAND
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Del Maiz Niblets is big tender whole kernels of golden sweet corn sliced clean from the cob and packed in vacuum with just enough salt and sugar added to season it properly. It is packed from selected ears of an entirely different breed exclusively controlled by us, with unusually tall kernels on a very small cob. Because of their unusual depth, these kernels may be cut so as to preserve the rich heart of the corn without including the cob fibers . . . Five generous portions in this can.

HOW TO SERVE—Remove from can and heat in a double boiler. Serve piping hot. Add plenty of butter and season to taste with salt and pepper. Avoid over-cooking or frying which tends to toughen kernels.

—FOR VARIETY—Serve Del Maiz Niblets

With Little Sausages
With Chopped Okra
With Green Lima Beans
With Cheese Omelette
With Rice and Chicken Livers
In Baked Onions

Packed only by the

MINNESOTA VALLEY CANNING COMPANY • Minnesota • Wisconsin
Home Office: Le Sueur, Minn.

© 1936 Minnesota Valley Canning Co., Inc.

Modern marketing for fruits and vegetables

BY ELDON CRONQUIST*



A NEW field of packaging usefulness is being opened in the marketing of one of the most important of human needs—fresh fruits and vegetables. New containers, attractive, efficient and specialized, contrast markedly with those of the old order. They are adding new personalities to old friends. The apple is displayed so that its natural appeal is heightened by color and arrangement. Tender, ripe tomatoes are cushioned and protected. Full bunches of vine-ripened grapes are transported hundreds of miles without losing their tempting, vineyard freshness.

Modern, attractive, and useful packages stimulate the sale of a countless variety of manufactured and prepared goods. The truth of this is evident in any comparison of containers of years back with their 1936 counterparts. The packages illustrated in this article have clearly es-

*The Ashtabula Corrugated Box Company.

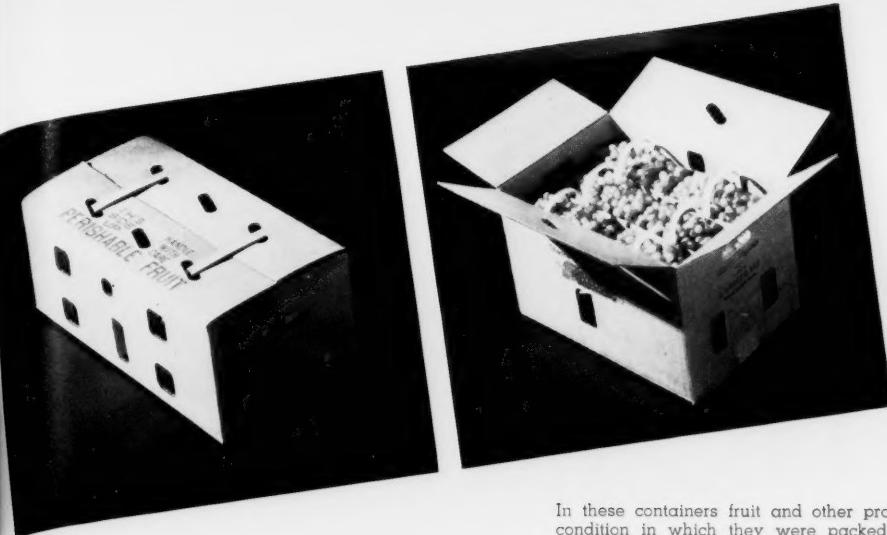
tablished that the same principle is effective in the sale of fresh fruits and vegetables. They represent more than simply the replacement of wooden packages by corrugated ones. They represent the first practical application of package sales stimulus to an industry long resistant to change.

The design of each of these packages was influenced by four important considerations—practicability, protection to contents, beauty of line, and display and effective presentation of brand name identification and sales promotion ideas. All are inter-related and all have direct bearing on the merchandising success of the containers. No package can sell damaged or inferior fruit, and beauty cannot compensate for impracticability.

Among the first to recognize the possibility of these packages were E. A. Dunbar, R. W. Griswold, W. T. Mann and L. G. Dean. Mr. Mann and Mr. Dean, oper-



Attractively printed to increase appeal to customers, permitting the grower to identify his produce or distribution and sturdily built to withstand rough handling, these containers offer a modern means of merchandising fresh fruits, berries and vegetables.



In these containers fruit and other produce arrive at the market in the same condition in which they were packed, assuring maximum attractiveness and larger returns. Below: Types of protective covers available

ators of the 70,000-bu. Grand River Orchards, one of the finest and most complete apple orchards in the section worked with us on design five years ago and now pack all but their cull apples in the baskets and the bushel cartons. Mr. Griswold, first to use large quantities of the baskets for greenhouse tomatoes, is, after five years, still a large user. These pioneer users now head a large and distinguished list of growers and shippers in almost every branch of the fruit and vegetable industry.

That the packages help to sell is reflected in the returns to the shipper, in the rapid sale of produce packed in them, occasioned by the marked preference for these packages shown by the retailers and more particularly the housewife shopper. The attractive way in which brand name identification can be brought home to the consumer is one of the most profitable results. There are countless instances of requests for "Glass Grown" tomatoes, "C & E" grapes, "Grand River" apples, "Philip's" strawberries, etc. Before this economical means of keeping a brand name constantly in front of the trade and the consumer was possible, growers received small payment for their individual quality and little repeat business. Hot house tomatoes were simply hot house tomatoes; apples were simply apples, one brand undistinguished from another. The emphasis placed on pleasing form and attractive printing in colors that complement the fruits or the vegetables has had another desirable effect. Grocers and other retailers conscious of the value of eye appeal are using these packages to dis-

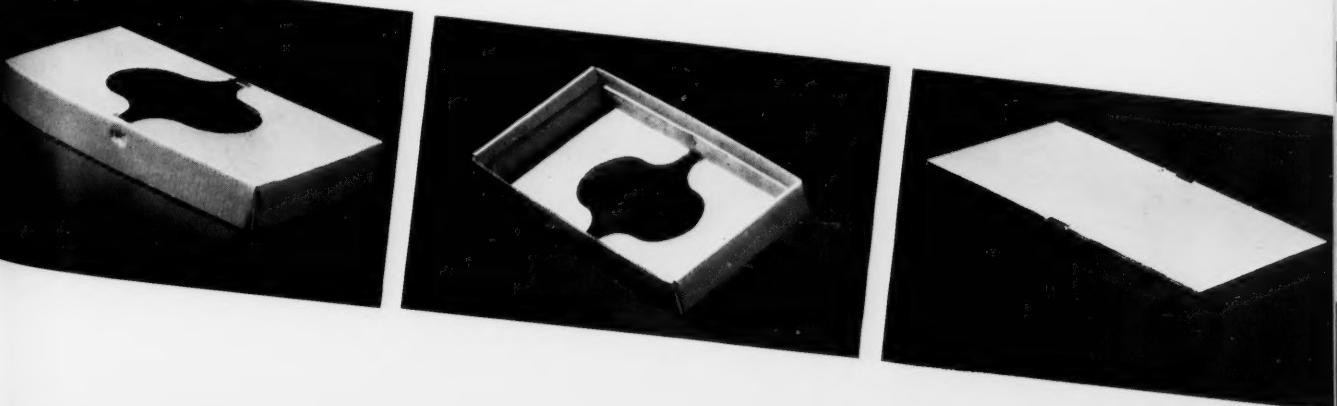
play the produce received in them, and feature them whenever possible in window and counter locations.

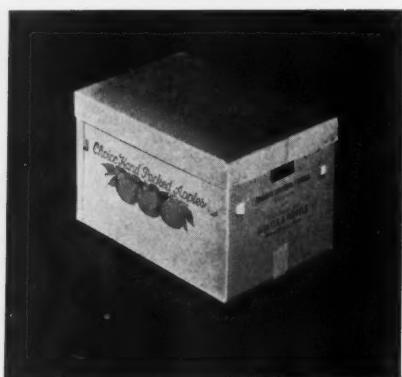
The fruit and vegetable industry is definitely interested in these modern packages. Inquiries are received daily from progressive packers in every state in the union, Canada and several of the foreign countries. Commercial quantities of these packages are being used each year from Iowa to Maine and frontiers such as Florida and Washington are rapidly being established.

The development of new packages for the fruit and vegetable industry is a direct result of the fact that merchandising in this field has not kept pace with the increase in commercial production. Progressive growers and shippers realize that old methods of bulk shipments which damaged fruits costly to produce and reduced their returns must be eliminated. They came to realize, too, that the buying habits of the average family have changed. Cellarless apartments have no room for bulk storage. Convenient stores have made shopping for food an almost daily event. Units must be small and easy to carry from the store.

It was natural that a manufacturer located in the heart of one of the most progressive and highly diversified fruit and vegetable sections in the country should be among the first to recognize the possibilities of corrugated board as a desirable package medium for fruits and vegetables.

Each fruit and each vegetable has its own requirements. Months, and sometimes years of study and field



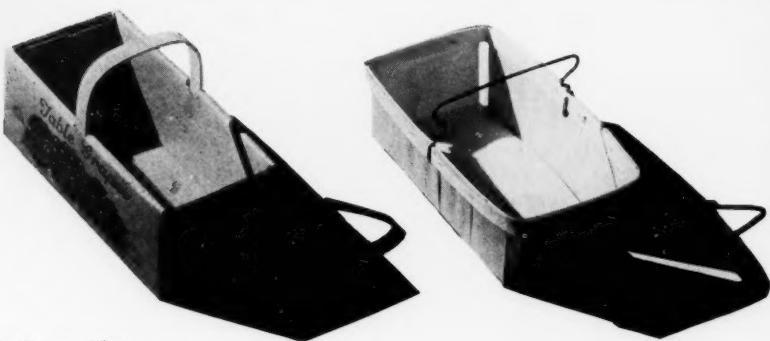


Above: Apple container open, showing construction, and closed. Right: New and old types of fruit baskets. Below: Portable stapler for assembly of baskets

chanical construction came rapidly until the present efficient die-cut basket was developed. The basket now is constructed of "B" flute corrugated board, die-cut, printed and delivered in flat sheets. They are quickly assembled as needed by a simple folding operation after which it is only necessary to insert the wooden handle and staple it firmly into place. The handle is placed between the inner and outer sides of the basket where it does not show and cannot injure the fruit. This feature is important, too, because it strengthens the basket, and makes it almost impossible to pull out the handle. Ashtabula corrugated baskets are now manufactured in U.S. 2-, 4-, 8-, 12-, and 16-quart sizes.

To staple the handle, the Heller Company designed a light, portable foot-power stapler that will drive over 200 staples per minute. Five baskets can be completely assembled, which includes a folding operation, the insertion of the wooden handles through the slots, and stapling in less than a minute. This stapling machine is so constructed that staples will not clog in it through ordinary usage, and even if abused, the staple may be removed without dismantling the tacking head merely by depressing the foot pedal.

Because of the difficulty of penetration through the two thicknesses of waterproof corrugated board and a hard wooden handle, a new (*Continued on page 96*)



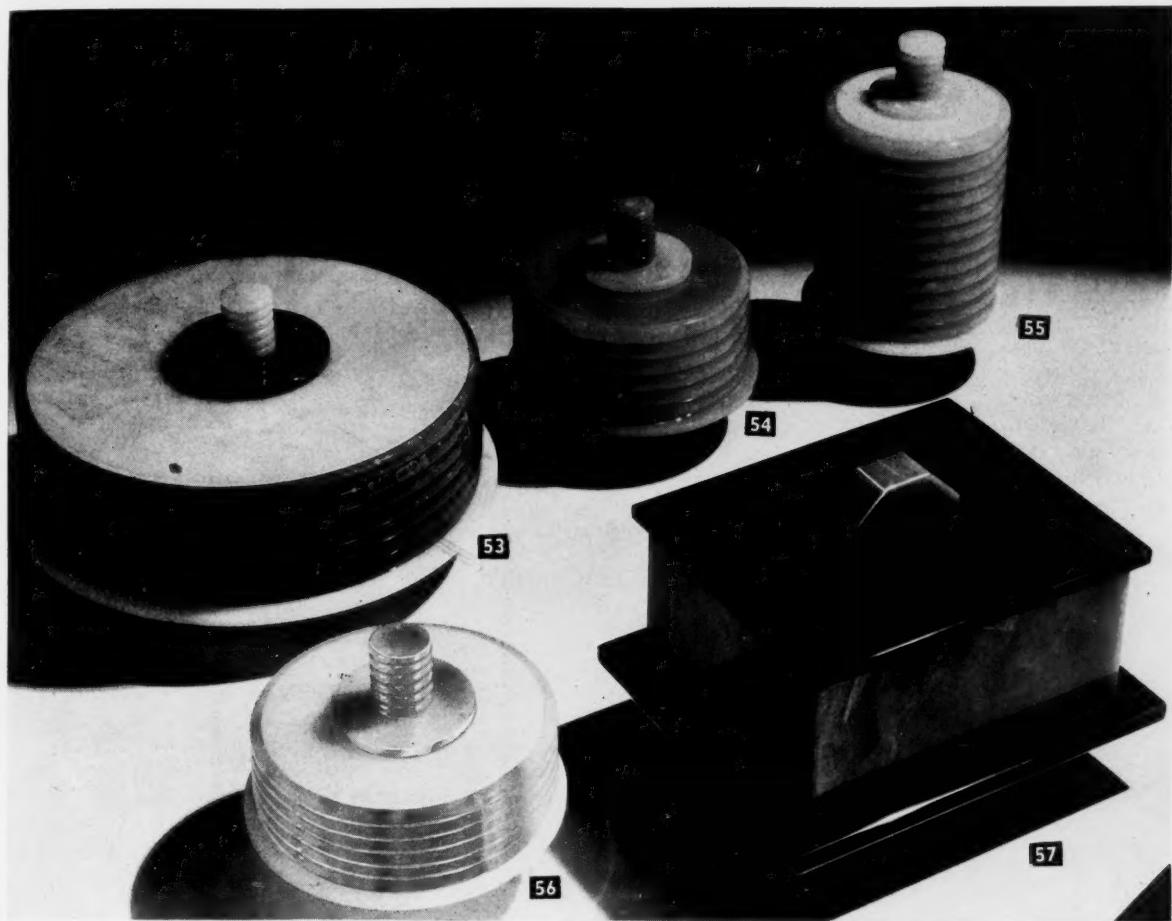
tests were necessary to determine practical considerations for design of the new packages. Size of unit, shape, characteristics of the fruit, packing procedure, and possibilities for attractive display were carefully analyzed. The Ashtabula corrugated basket was first developed for the shipment of apples and tomatoes, and was the first of the line of Ashtabula fruit containers.

From careful study of the package requirements of tomatoes and apples, it was decided that a capacity of one pack would be most suitable. For both, some contrivance to make the container easy to carry was also much to be desired. With this as a starting point, the eight-quart basket was built, a one-peck size and of such shape as to make an attractive unit for eight pounds of tomatoes (common in the greenhouse tomato business) and also to accommodate all commercial sizes of apples in definite counts and arrangements.

The first basket was simply a variation of the usual corrugated box designed with the top flaps turned in and the top edge slotted for a wooden handle. Two stapling machines were necessary, one to attach the handle and one to close the bottom.

Even in this crude form the basket was successful, a definite justification of the original judgment and a clear promise of a rosy future. Refinement of the me-





Plastic boxes from stock molds

SHEET SEVEN

These turned cast resin containers are appropriate in themselves for lasting gifts even before they are made doubly attractive with Christmas merchandise. Although primarily for cosmetics, manufacturers will find them adaptable to diversified uses, and while they are not molded, they may be obtained in quantity. Be sure to mention sheet and item number when making your inquiry.

53. Large, round box with lift off cover; diameter across bottom $5\frac{1}{8}$ in. including $\frac{3}{16}$ in. base extension; corrugated sides

54. Small round powder box, lift off cover; diameter of base $3\frac{3}{16}$ in. including extension of $\frac{1}{8}$ inch

55. Cosmetic jar 3 in. high, lift off top, bottom diameter $2\frac{3}{4}$ in. including $\frac{3}{16}$ in. base extension

56. Medium size powder box with bottom diameter $3\frac{1}{4}$ in., base extension $\frac{1}{8}$ inch

57. Rectangular box with extended base and cover; inside dimensions $3\frac{1}{2}$ in. by $2\frac{3}{4}$ in.; $4\frac{1}{4}$ in. base including $\frac{3}{8}$ in. extension, top cover $4\frac{3}{16}$ in., including $\frac{1}{8}$ in. extension

Address all inquiries to Plastic Box Department, Modern Packaging, 425 Fourth Avenue, N. Y. C. All molders are invited to send sample boxes from stock molds to appear on this page as space permits

Marketing for Fruits and Vegetables

(Continued from page 97) type of staple was made out of extreme hard wire with the points beveled sharply on one side after the fashion of a wood chisel. When driven, these points converge and clinch almost of their own accord before reaching the anvil. Because of the sharpness of these staples there is no difficulty in penetrating through both thicknesses of board and the wooden handle.

In the case of the apple package, the fruit was packed in two layers and arranged so that about forty per cent of each apple on the top layer was beautifully displayed. With the apples packed above the rim of the basket, it was necessary to develop a cover which would adequately protect the fruit when the baskets were stacked for long truck shipments or for storage. The Ashtabula raised cover supports the weight of the succeeding layers on a collar built of double-wall corrugated board one inch in height which is incorporated in the cover. This clearance is ample to assure that the package and not the contents will carry the stacking weight, and makes possible the high pack so important for display.

The experience of four years, of large scale commercial use, has demonstrated that the basket has a large number of exclusive advantages which are paying premiums to their users. Most important, they deliver a modern consumer sized unit of apples to the consumer without any package damage, and display fruits and vegetables effectively so as to increase consumption and invite purchase. The corrugated board provides a smooth, natural cushion to protect the fruit as contrasted with the harsh unyielding surfaces of the usual wooden packages. Shipments of apples, tomatoes, grapes and other produce in this basket have been successfully made by truck for distances of six hundred miles and farther, with complete protection to the contents.

The Ashtabula corrugated grape carton was built to fill the need for a package that would deliver table grapes to distant markets without damage. Away from the grape growing sections it was impossible to buy a small basket of table grapes and find even a reasonable percentage undamaged. The grape carton is a shipping container built of heavy corrugated board which carries twelve two-quart baskets of grapes to market. Each little basket is packed full, right up to the handle, and the carton is so designed that none of the stacking weight can possibly reach the grapes. The baskets are carried in two layers of six each, separated by a pad which is supported by lugs turned in on the sides of the master carton. The strength of the carton itself, plus the bracing effect of the dividing pad and ample ventilation, make possible straight car loading in refrigerator cars as well as truck shipments on hauls up to 1,000 miles without crushing of the grapes and with the assurance of perfect condition on arrival.

The corrugated two-quart till baskets which are now succeeding the wooden tills for which the carton was originally designed are gaining new laurels for even greater protection to grapes of the thin skinned varieties. The attractiveness of this basket printed appropriately to display the grapes is another reason for its popular acceptance.

An important advance in bushel-size containers for apples, peaches and other fruits has been introduced in

the Ashtabula corrugated bushel container. This package was developed to make possible the elimination of the bruising and rim cutting found in many of the old fashioned containers. It consists of an extra heavy corrugated box, reinforced at the corners with wooden corner posts for stacking strength and stiffened with wooden bands around the top. This makes possible the use of the telescope type cover, easily removed for inspection of the fruit and held in place during shipment by means of handy wire clips. Here again the modern package scores by attractiveness and a maximum of protection to the fruit.

The Ashtabula berry crate is probably the most outstanding among this group of modern packages from the standpoint of structural design to protect its contents. Previous to this radical departure, berry crates were being built that crushed and cleat-marked the berries even before the crates were closed for shipment. Substantial inner packing is provided in the Ashtabula crate that keeps all weight off the till baskets and provides a full inch of clearance above the top of the basket. This makes possible a fine heap pack, which is still a heap pack, uncrushed and undamaged when it reaches the market.

Ventilation is scientifically provided and arranged so that air can circulate freely even when they are tightly packed in cars or trucks. This package is a great favorite with packers because it can be assembled without gluing or sealing—a simple folding operation locks the bottom firmly in place. The top is equipped with a toggle lock which can be opened for inspection of berries and easily and quickly closed again.

The crate provides an economical and practical way to market berries and cherries and not suffer loss due to transportation damage. And when such a package has also the advantage of attractiveness it is not surprising that it is a steady producer of premium prices.

The packages are all commercially successful. The basket, the berry crate, the bushel, the grape carton—each in its field has conclusively demonstrated that modern packages do stimulate sales and increase profits.

Anent Beer Bottles and Cans

States the *Wall Street Journal*: "The bottle companies and the tin container manufacturers are watching each others' publicity respecting beer business with all the intense interest of two political parties counteracting propaganda. Judging from reports emanating from both sides, one would suppose neither the can companies nor the bottle companies are losing ground and both are running substantially ahead of a year ago. The latter may be explained by remarkable increases in packaged beer consumption, in bottles and cans.

"Beer bottle production for the first half of this year, according to the Glass Container Association, is 50 per cent over production in the similar period a year ago. Production of tin containers for the beer trade also is running substantially ahead of a year ago. It would be misleading to give percentage figures for the latter for last year beer in tin containers was in its infancy and several large contracts from brewers this year have stepped up output considerably. Beer consumption cannot continue to rise indefinitely and sooner or later one group or the other will fall decidedly behind."

Topped with

CLOSURE BEAUTY AND SECURITY

ARMSTRONG'S Metal Caps add the necessary element of stylish closure design to these attractive "Nadinola" packages. And they also help to carry out the striking family resemblance of the group. Available in a wide range of standard designs and colors, in both single- and double-shell types, Armstrong's Metal Caps may also be lithographed in bright colors with your name or trade-mark to harmonize with other units of your package. They provide a safe, secure seal for your product and are easy to remove and replace.

Dressing up your packages with Armstrong's Closures will give them the necessary touch of eye-appeal that makes consumers want to buy. Armstrong manufactures a complete line of closures for every sealing requirement and is in a position to recommend the type of seal best suited to your individual needs. See Armstrong for the correct closure for your product. Armstrong Cork Products Co., Closure Division, 916 Arch Street, Lancaster, Penna.



Armstrong's METAL CAPS

ARMSTRONG IS CLOSURE HEADQUARTERS

Package Production Executives Organize

During a meeting of some seventy production executives held in Cincinnati July 8 and 9, a new organization—to be known as the National Association of Production Management—was formed and at that time elected the following officers and directors: President, Wm. M. Bristol, Jr., Bristol-Myers Company; vice-president, H. M. Bowman, Stanco, Inc.; treasurer, H. F. Brownell, McKesson & Robbins; secretary, Fred Zegers, E. R. Squibb & Co. The board of directors are as fol-

Hotel, and talks were made by Mr. Finch and William McL. Bristol of the Bristol-Myers Company. These were followed by a talk relative to manufacturing methods and problems by Francis Chilson.

On Thursday morning a few brief addresses were given, previous to the forming of the association. So what started out to be a simple gesture of hospitality to a few production managers, developed rapidly into something which will be of tremendous importance.

The production manager has never had the opportunity to properly contact, or to freely and unbiasedly



WM. M. BRISTOL, JR.



H. F. BROWNELL



FRED ZEGERS

lows: J. A. McConnell, Eli Lilly & Company; A. P. Walters, McCormick Company; H. A. Sumner, Norwich Pharmacal Company; A. R. Bostock, Parke, Davis & Company; L. P. Weiner, Hiram Walker & Sons; D. G. Browne, Schenley Distilling Company; F. L. Smyth, Lutz & Schramm Company; J. Y. Lund, Lambert Pharmacal Company; H. J. Lehman, Wildroot Company, Inc.; W. Van Alan Clarke, Allied Products, Inc. It was decided that the newly formed association would include the production managers of all industries making packaged goods, particularly those in the drug, food and allied trades.

This meeting developed as the result of an idea held by E. E. Finch, vice-president and general manager of The Karl Kiefer Machine Company to invite a few production managers from firms with whom his company has been doing business for a number of years, to spend a day in Cincinnati as the company's guests. Enumerating these guests, it was found that the number developed into quite a list, and in talking with other manufacturers of equipment, the latter expressed a desire to join with the Kiefer company as hosts to the production managers. The names of many firms and concerns in various parts of the country were included in the final invitations that went out.

The visitors arrived in Cincinnati, the morning of July 8, and registered in as guests of the sponsoring companies at the Netherland-Plaza Hotel. At 10 o'clock were taken on a tour of Cincinnati plants—including those of The Karl Kiefer Machine Company, R. A. Jones Company, Alvey-Ferguson Company, U. S. Printing & Lithographing Company, and the Vulcan Copper Works. At luncheon they were entertained at the Hyde Park Golf and Country Club. On Wednesday evening a dinner was given for them at the Netherland-Plaza

exchange thoughts, ideas and experiences with other production managers and with manufacturers of equipment and supplies. The development of this association through this gathering undoubtedly can only bring benefit directly to the concerns employing these production men, and to those concerns whose employees in the future may become members of the association.

The firms sponsoring this meeting were The Karl Kiefer Machine Co., Owens-Illinois Glass Co., Consolidated Packaging Machinery Corp., Taylor Instrument Co., The Pfaudler Co., Anchor Cap & Closure Corp., Reynolds Metals Co., Economic Machinery Co., R. A. Jones Co., Vulcan Copper Works, U. S. Printing & Lithographing Co., and The Alvey-Ferguson Co.



Protectoid, in this new convenient dispenser box, has recently made its appearance in art supply stores in response to the demands of artists, photographers and draftsmen for a non-aging, non-shrinking, waterproof transparent material. Protectoid is produced by the Celluloid Corporation, converted, packed and distributed through art supply stores by Sebastian Bienfang

*A Famous Package
for a Famous Dog Food*

SPRATT'S PATENT LTD.
CHOOSSES THE S&S TIGHT-WRAPPED PACKAGE *

SPRATT'S
PATENT (AMERICA) LIMITED
NEWARK, N.J.

TELEPHONE ADDRESS
2-3250 [Market]

TELEGRAPH ADDRESS
SPRATT, Newark, N.J.
CABLE or MARCONI ADDRESS
Spraplate, Newark

"Everything FOR THE DOG"

Gentlemen:

Incidentally, your machine seems to have justified its existence in our factory in the elimination of insect infestation to a point where complaints on these packages are practically negligible.

with best wishes,
Yours Faithfully,

J. M. Buckle
L. M. Buckle
General Manager

"Famed for North around the Earth"

FILLING • SEALING • WRAPPING MACHINERY
AT SPEEDS TO SUIT YOUR NEEDS

S & S Tight-Wrapped Packages have solved many problems for many users. Attractive and economical they give extra protection, are easily handled and non-sifting. Brilliantly varnished labels, even labels of glistening metal are now available for still greater protection, still finer appearance. A sample of your product, mailed to Stokes & Smith Co., will bring you complete data on how S & S Tight-Wrapping may be applied to your own packaging problems.

STOKES & SMITH CO.

PACKAGING MACHINERY PAPER BOX MACHINERY
Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1

Editorial opinion

Comprehensiveness of the All-America

In considering any competition, one may naturally ask what is the *objective* as viewed in terms of advantage to the common good. In contest of sports we have an obvious answer—the establishment of physical or perceptive prowess; in business, competition is recognized as that impetus which promotes initiative and increased resources. But what about a package competition? Is it sponsored merely for the fact of showing, en masse, a group of packages which differ, let us say, in color, design and construction? Are these grouped together for the purpose of selecting a certain few and thereupon bestowing a claim for some signal accomplishment? We might proceed to state various other motives that have been credited to a package competition but these will suffice.

However, there can be but one objective which meets a purpose that is common to the entire packaging industry and to the manufacturers who employ packages as a means of successfully distributing and selling their goods. That objective is to determine which packages excel in their *ability to attract sales*—for it is that factor of sales ability, above all other considerations, on which a package value must be based.

Has the package shelf appeal—not only in appearance, but in stacking? Will it store conveniently and economically? After the customer makes a selection, because of appearance we'll say, is it satisfactory to use? Easy to handle, dispensing smoothly and in the general required amount? Has it a practical re-use value? Is it economical to produce, to fill and to ship? Has it, too, the necessary eye-appeal, with a "selling" design, a pleasing color scheme and line? In other words, will it increase sales and profits?

This determination, of course, is made within the judgment of those who are called upon to select the winning packages from those submitted. And, in so doing, these judges must not only possess the experience which will enable them to make a sound selection, but before so doing must be furnished with complete available information regarding each package.

This objective is definitely attained in the All-America Package Competition. However, as pointed out elsewhere in this issue, the All-America has not reached a state of static perfection. Each year the rules and conditions governing the competition have been modified to meet changing needs, and this policy will be continued in future All-America competitions. But these changes are the result of a progressive understand-

ing of package construction and function, and make for package improvement—the objective remains the same.

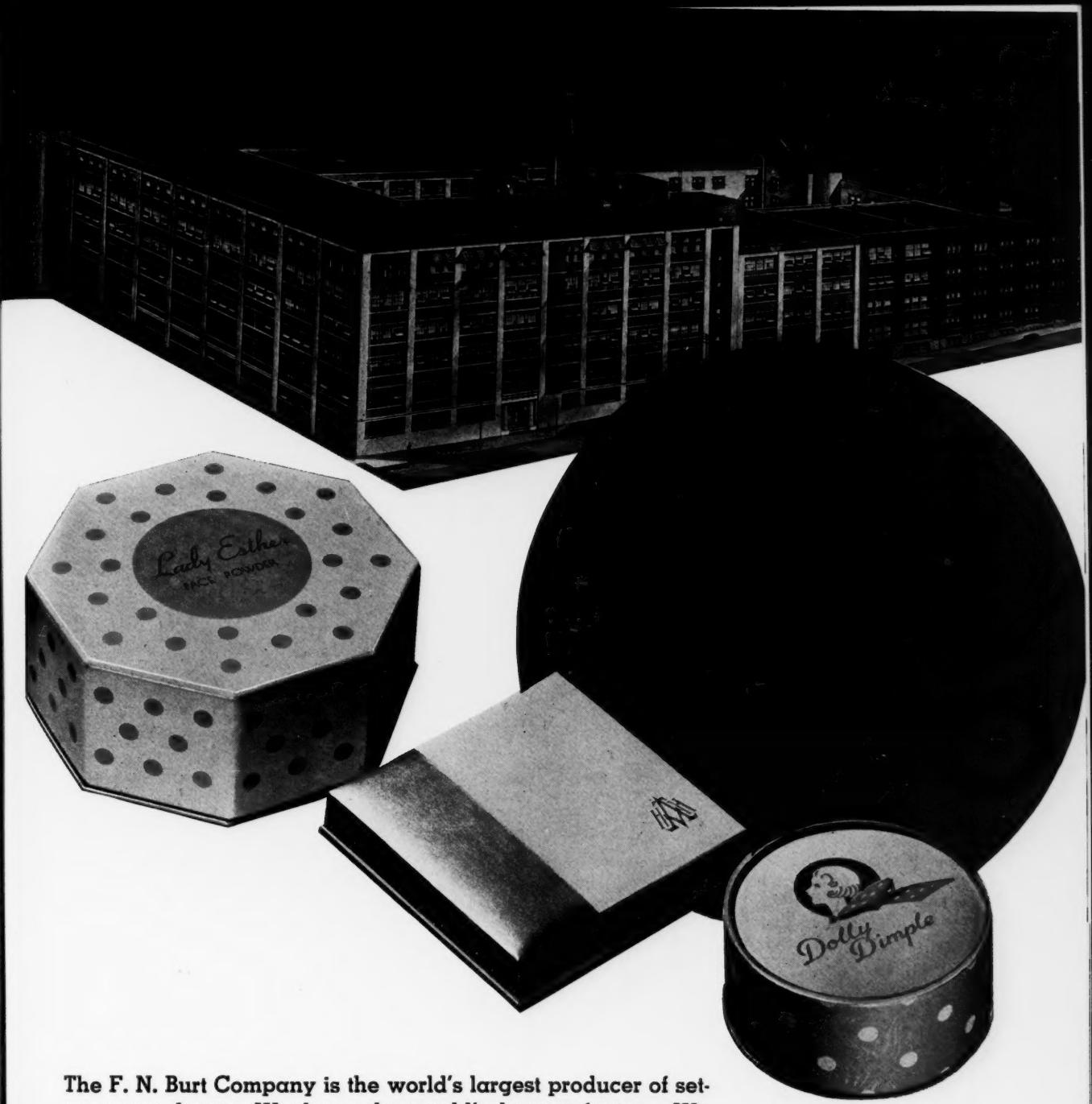
In establishing such an objective then, the procedure of grouping into which the competitive entries are divided becomes manifestly simple—a classification which groups them under designated types in which one package can be properly contrasted with another of its kind. Regardless of group, every package is then measured by the same objective standard and recognition is given to the package constituents, which are so highly essential. Hence the All-America classifications which, save for slight additions and changes, have remained unaltered since the competition was established in 1931.

We are not arbitrary on this point of classification for our conclusions are based on the competent opinions of others besides our own. These classifications are selected with due consideration of the task which devolves upon the judges, and with full recognition of the responsibility to manufacturers who seek improvement in their packages. Each year the All-America selection has established new design, production and merchandising values which have been liberally drawn upon in the creation of improved packages and will continue to be so utilized.

In setting up the objective of the All-America we think little of the promiscuous use of "effective" as applied to layout, color, typography, with no other consideration—it means naught but the superficiality of appearance, and more readily than not will prove a disappointment to the public who buys products only on the strength of appearance. There was a time when they did, but that was in the earlier days of packaging. For today successful packaging incorporates every possible element of good merchandising. This must be so if the package is to obtain its essential function—that of increasing sales and profits for the product it contains and displays.

It has always seemed to us that the chief value of the All-America Package Competition lies in its comprehensiveness: the common-sense and understandable rules which have accounted for the great number of packages entered; the basis on which selections are made and the subsequent publicity which places all available information at the disposal of package users. All of these factors, with others, have combined, each successive year, to build an institution of indispensable service to the entire field of packaging.





The F. N. Burt Company is the world's largest producer of set-up paper boxes. We have the world's largest factory. We produce the greatest number of boxes annually.

But what does that mean to you who might use but a ten thousandth part of our great volume?

Just this . . . that our great plant depends, more than any other, upon the maintenance of a reputation for the highest quality. We can't afford to let down . . . even on a small job. We can't afford to "cut corners" even with our least demanding clients.

Put your problems up to us. Find out what our years of experience, our unlimited resources, our willing cooperation, can do for you.



F. N. BURT COMPANY LTD.

500-540 SENECA STREET, BUFFALO, N. Y.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West Toronto 2, Canada

Plants and personalities

Kuhmarker Waxed Paper Co., Inc., announces the removal of its factory and sales office to new and larger quarters at 60 Broadway, Brooklyn, N. Y. Telephone, Evergreen 8-0675.

Harold D. Hoopes, formerly art director of Lord & Thomas, New York, and president of Harold D. Hoopes, Inc., is now associated with Castanola Advertising Art, New York, in charge of creative work.

Jean Silvin and **Nancy Torraco**, respectively president and vice-president of the Keller-Dorian Paper Company, were married on June 22. Mr. and Mrs. Silvin are now touring France, Switzerland and Italy.

The Horix Manufacturing Company, Pittsburgh, Pa., announces the election of Frank B. Fairbanks, formerly assistant director of public relations of the Federal Housing Administration, as secretary and treasurer of the company. Mr. Fairbanks, who was previously connected with the Franklin Printing Company and the Westinghouse Electric & Manufacturing Company, will have supervision over advertising and sales.

Lionel Marks, representing William Jameson & Co. Ltd., distillers of London and Dublin, has announced the formation by his company, in association with leading American distilling interests, of an American company to be known as William Jameson & Co., Inc., with offices at 120 Broadway, New York. The new American company will engage in the marketing of William Jameson's Irish Whiskies and a group of new products to be announced shortly.

Maylock Artmann has joined the Polygraphic Company of America, Inc., New York, as executive art director in charge of its creative department. For the past twelve and one-half years he had been connected with Einson-Freeman Company, where for the greater part of his time he was employed in the capacity of consultant visualizer and later as art director.

Continental Can Company, Inc., has announced plans for the immediate enlargement and improvement of its plant facilities in the New Orleans district. The program includes the erection of a new two-story can manufacturing plant 160 x 200 ft. on North Scott St., New Orleans, for the manufacture of general line cans for miscellaneous products such as coffee, tea, spices, biscuits and other dry products, and the construction of a warehouse 120 x 260 ft. adjacent to its plant at Harvey, La., where the company manufactures cans for the packers of such food products as vegetables, syrup, molasses, shrimp, oysters, etc., the announcement stated. The Scott Street project will include warehouse and office facilities, the latter to be air-conditioned. Work will start shortly and total expenditure will be approximately \$500,000.

Watson A. Guthrie has been elected president of the Edward Ermold Company. He succeeds Edward Ermold, who died a few weeks ago. Mr. Guthrie had been secretary and treasurer of the company since its founding in 1911. Established to supply labeling equipment for the brewing and distilling industries, the company, largely through Mr. Guthrie's efforts, developed the food and many other fields as markets for its products.



An exhibit which aroused a great deal of interest was that of the Package Machinery Company's Model 22-B candy wrapping machine in action in Du Pont's permanent boardwalk exhibit at Atlantic City. The outstanding feature of this machine is its extreme versatility. It handles pieces in practically any shape, hard or soft, in a wide variety of sizes. In addition, it can produce many different and attractive styles of wrapping, for it uses transparent cellulose, glassine, waxed paper reinforced foil and combination type wrappers. The machine will wrap the piece with crimped ends, fan-tail twist or sachet wrap. Fringed ends may also be used on the fan-tail twist, if desired.



RIEGEL PAPERS

The use of Riegel Papers by leading manufacturers in many fields is the best evidence of their quality, adaptability and economy. There is a Riegel Paper for almost every packaging need, able to give you maximum production efficiency and all necessary technical requirements . . . at a moderate cost. Write us today.

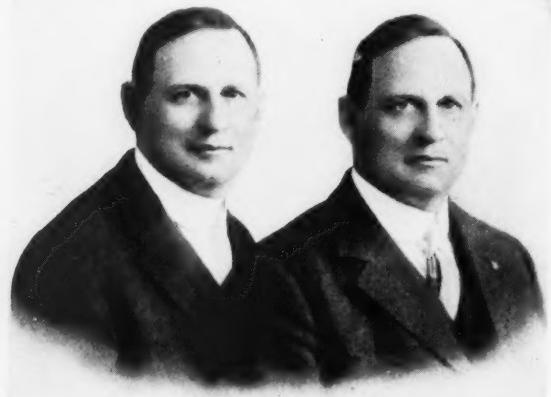
RIEGEL PAPER CORPORATION
342 Madison Avenue -:- New York



F. Gladden Searle has been appointed general sales manager of the **Continental Can Company**, succeeding his brother, the late Thaddeus G. Searle. Mr. Searle has been with the organization since 1919 as a representative district sales manager, and later as assistant manager of sales.

Frank Elliott Mason, founder of the Mason Label Company, (succeeded by F. E. Mason & Sons) Batavia, N. Y. died recently as the result of a heat prostration. The management of the company is being continued by his two sons, Max and Roy M.

On July 11, in celebration of their seventieth birthday, friends of **Charles F. and Louis Traung**, of the **Stecher-Traung Lithograph Company**, entertained at a surprise party at the Olympic Club, San Francisco, Calif. Commencing their business career with the late Max Schmidt, of the Schmidt Lithograph Company—



CHARLES F. AND LOUIS TRAUNG
As they looked years ago in a photograph supplied through
the courtesy of *Canning Age*

an affiliation which continued until twenty-five years ago—they subsequently acquired The Pringree Prengel Company and afterwards the Traung Label and Lithograph Company, which became, and continues to be, the Stecher-Traung Lithograph Company. As may be seen from their photograph (which shows them as they looked some years ago), the Traungs are identical twins. Not only do they look alike, but think and act alike—so much so that even their intimates have difficulty in telling them apart.

H. I. Peffer, chairman of the board of Jos. E. Seagram & Sons, Inc., and president of Seagram-Distillers' Corporation since the beginning of their American operations, has resigned, effective July 31, to become chairman of the executive committee of the **Sylvania Industrial Corporation**, of which he has been a director. He will continue as a director of Seagram.

O. Hakola, of Brooklyn, N. Y., was awarded the \$150 first prize in the **Ever Ready Label Corporation's** competition for an advertisement to occupy the back cover of the New York and Brooklyn issues of the Classified

Telephone Directory. Second prize was awarded to **William H. Wolf**, Philadelphia, and third prize to **George A. Taylor**, Milwaukee. Twenty other cash awards were made.

The Morris Package and Equipment Company is now located in its new plant at 378 Westwood Ave., Toledo, which was erected at a cost of \$30,000 and is a single-story structure with 8,000 feet of floor space. The Morris company, organized four years ago, employs 35 workers and produces conveying systems and specializes in making packaging machinery for butter, lard, oleomargarine, cheese, etc. The new plant, necessitated to take care of increasing business, is located on a ten-acre tract, which will allow for further expansion.

John T. Raisin Corporation, 155 Tenth St., San Francisco, will manufacture aluminum foil under the trade name of Glorifoil, and also will print foil and transparent cellulose papers with high-speed multi-color presses. The trade name for transparent printed papers will be Glorifilm. Plans are being made for representation of the company's line in all parts of the country. Jack Raisin is president of the organization.

Celluloid Corporation announces the following changes in its sales organization, as a result of the recent expansion in business due to the increased sale of products in new fields. **Harry F. Eels**, formerly assistant treasurer in charge of credits and collections, was appointed on July 3 assistant director of sales of the Sheet, Rod & Tube Division. The appointment of Mr. Eels to the Sheet, Rod & Tube Division will relieve other individuals in this division to devote more time to the increasing demand from the trade. **David S. Hopping** was appointed assistant director of sales of the Packaging Division to take active charge of the sales promotional work in this division and to co-ordinate the national advertising of the company with its field work. **S. S. Bareford**, who formerly was assistant director of sales of the Sheet, Rod & Tube Division was appointed special sales representative of this division to devote his entire time in the field. **Edward H. Miller**, formerly assistant credit manager, has succeeded Mr. Eels with the title of credit manager. **J. H. Tunison** succeeds Mr. Miller as assistant credit manager.

Within the past six months an important advance has been made in the **Practical School of Decoration and Design**, Rockefeller Center, New York. The curriculum of the school has been broadened to include a practical training in the design of industrial products. Instruction in industrial design will be under the direction of Theodor Carl Miller, who lectures and conducts courses at a number of institutions including Massachusetts Institute of Technology and Columbia. His course will comprehend the design of items made by machine from metals, wood, glass, ceramics, plastics and textiles. The course in decoration carries through the use of manufactured and individually designed items in the decoration of homes and public buildings. Practical work in both design and decoration is under the supervision of Miss Clarice Seyman who has been actively engaged in the business of decoration and design for the past thirteen years.



Competition in the Olympics may be stiff, but it hasn't anything on the competition in the package goods field. . . . And, like the Olympic victors, the packages that come out ahead are those that have "what it takes"—what it takes to make sales.

You can secure new sales advantages for your package without changing its well-known characteristics. There are numerous ways of giving a package a finer appearance, greater convenience to the user, better protection for the product, without altering its basic design.

A large percentage of our machines are bought to carry out package improvements. The great versatility of these machines—the wide variety of materials they can handle, and the many styles of wrapping they can make—offers unlimited possibilities for creating new and outstanding packages.

We will be glad to offer suggestions.
Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASS.

NEW YORK • CHICAGO • CLEVELAND • LOS ANGELES
MEXICO, D. F., Apartado 2303
Melbourne, Australia: Baker Perkins, Pty., Ltd.
Peterborough, England: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY
Over 200 Million Packages per day are wrapped on our Machines

The cow, the sheep and the pig—

As packaged by Geo. A. Hormel & Company

The five-year Hormel packaging program is a noteworthy example of packaging progress, because of its scope, innovations and unusual thoroughness of conception in terms of production and merchandising.

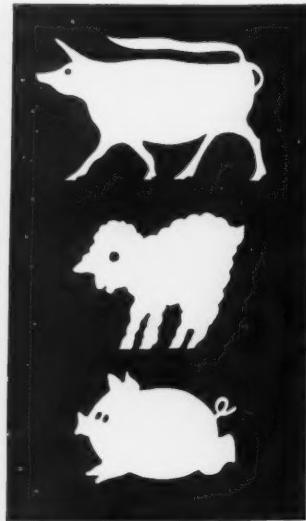
THIS IS a family story—about a family of animals, a family of packaged food products and a family of meat packers. The family of animals consists of the steer, the sheep and the pig, but not of the ordinary barnyard variety. No indeed! They are the delightful caricature animals in white silhouette that form the distinctive Hormel trademark—the trademark that evokes a smile from the most dour-faced customer.

Around this family was the new packaging and identification of the Hormel products built by George Switzer, well-known industrial designer who has dis-

tinguished himself in this particular work by discovering some interesting innovations and some valuable new principles of good packaging which he applied to the development of the Hormel line. It was only through the close cooperation of the client and their patience in long months of research and study that these important developments could have been ferreted out of the complicated status of the many hundreds of packages that comprised the old Hormel line.

The trademark, of course, was the nucleus of the rejuvenation of the packages and it was a happy thought —this little trinity of animals to represent the meat-packing business.

In discussing the unusual new trademark, Mr. Switzer says, "The new psychological trend in successful packaging is to inject something to bring a smile to the customer's face at the first glance at the package—especially in the case of a homely and inexpensive product. It puts people in a good humor. This good



Caricature animals in white silhouette forms the distinctive Hormel trademark

The Hormel Minnesota brand, the medium priced line, is identified by a clear blood red color. The generous use of white gives an air of purity and cleanliness





The Dairy Brand or first quality line is distinguished by a warm grass green color

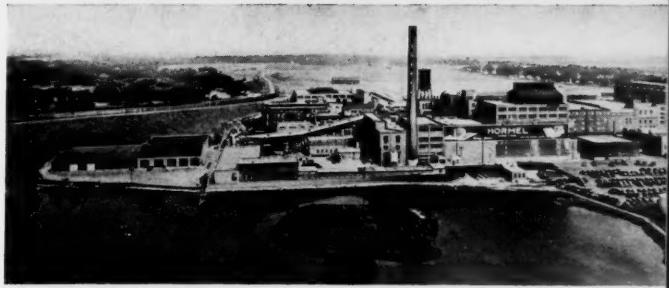
will, which is an emotional reaction, tends to be transferred to the product itself. If they know the product, they like it the more. If they don't know the product, it captures their attention and often influences their decision to buy.

"At the same time, the device utilizes the oldest and still the most graphic means of salesmanship and advertising—an effective reproduction of the basic products—the sign language, as it were, which is understandable in any tongue. And it is apparent to everyone who beholds the trademark, that these little whimsical animals immediately say 'meat'."

The new trademark was well-received and liked spontaneously. Its effectiveness, both to the trade and the buying public, was quite pronounced. On the label of each package appears the particular animal which identifies the contents; the steer on all beef packages, the pig on the pig products and the lamb on all mutton packages.

Hormel trucks are glossy white with aluminum tops, so as to give high heat reflective value. The panel in contrasting green bears the Hormel name

Bird's-eye-view of the Hormel plant at Austin, Minnesota



Even if outmoded, the appearance of the old Hormel packages was familiar to many users, and it is always a matter of concern to change a package that has become familiar, even if it is not a handsome package as packages go today. On the other hand, it was the way to appeal to the modern generation and thus add many new customers for Hormel. It isn't sufficient in this day that this or that package was their mothers' preference—it must stack up with a shelf-full of modern packages. The new packaging has been in use for less than a year, but already the wind-blown steer, the gamboling lamb and the scampering pig of the Hormel trademark are a familiar sight in the larders of many thousands of families.

Now for the family of Hormel food products. How many there are! Hormel hams and soups are well-known because of their wide advertising and famous because of their excellent quality, but Hormel has a

very extensive line of meats not so well-known to the public—also of excellent quality—in which the company does a very large business. This is because they are specialists in meeting epicurean demands of different individual communities. They endeavor to fit the products exactly to the varying racial and climatic tastes of their customers. For instance, like Jack Spratt and his wife, some like their bacon lean, while others like it fat—some localities prefer Canadian style bacon and others Irish style. A package for every taste has become a Hormel motto.

There are over 200 kinds of sausage, and they are very cosmopolitan indeed! Italian, German, French, English and plain Yankee varieties are sold throughout the country. A line of meat specialities such as pigs' feet, corned beef, jellied tongue, baked loaf, sweet and sour pickled meats, salted meats and a great selection of luncheon meats, is a very important part of the business. And in addition to their more popular-priced meats, they also have a specialty or "carriage" trade of the very best top cuts and delicacies such as calf's liver, brains, etc. Their three packaged grades of meats are marketed under the name of Dairy Brand for the rarest cuts, Minnesota Brand for the medium-priced products and Austin Brand for their popular grade line of meat products.

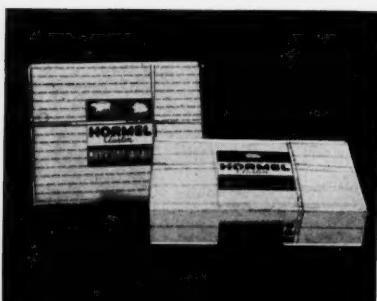
A Man and His Son

The family of animals which becomes the family of products is owned by the family of packers—Hormel. They consist of George A. Hormel, originator and mainstay of the business—now retired—and his only son, Jay C. Hormel, president.

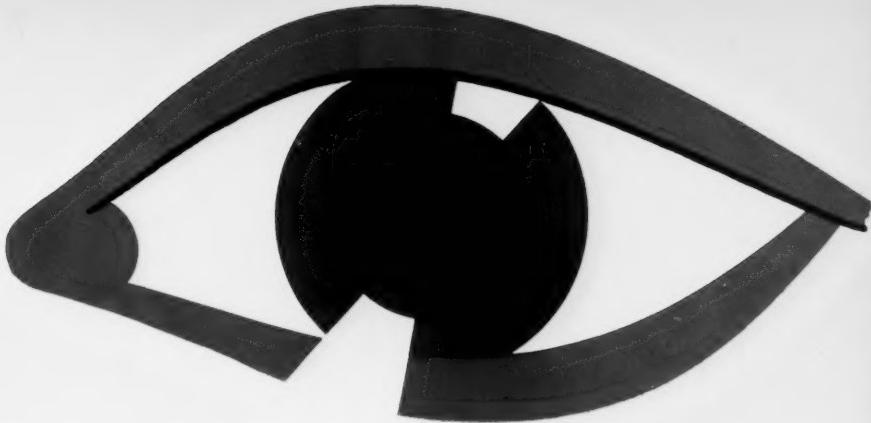
Forty years ago George A. Hormel began business in a little retail butcher shop in a small town in Minnesota. He attended to everything himself. He was that kind of man—rugged, hearty and thrifty. Of German descent, he had great ambitions, a fetish for cleanliness and a fiery will to do things. With those assets he built a gigantic business right under the nose, if you please, of the biggest "trust" competition in the world, at just the time it was having its heyday. From this small butcher shop grew the tremendous corporation which today does a gross business of \$50,000,000.00. They now have a huge plant in Austin, Minnesota, employing over 3500 employees, and immaculate cleanliness is still the law. It is a personal (*Continued on page 117*)



Finest cuts of Hormel products are packaged in tins and glass. Bacon, frankfurters, sausage, etc. in counter displays. The Austin brand packages have deep blue as the predominating color



You don't get
**FULL
COLOR**
*unless you
use*
LACQUER



IT'S all very well to put color into your package but that's only half the job. To bring that color out you need the finishing touch — a coat of LACQUER. In addition LACQUER has all these important advantages:

Easy to clean

•

Grease and moisture-proof

•

Flexible

•

Mar-proof

•

Wear-resisting

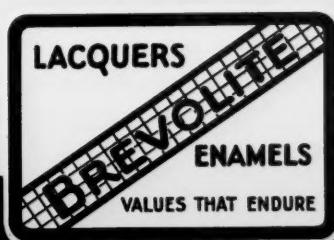
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Use LACQUER on packages — labels — wrappers — cartons, for greater EYE APPEAL.

Write today for full details on how LACQUER can help your packaging, and how ZAPON can help you with LACQUER. ZAPON has specialized for years in rendering an INDIVIDUAL service to manufacturers with finishing problems. Tell us your problem and we'll find the answer.

EASTERN SALES:
ZAPON DIVISION
ATLAS POWDER COMPANY
Stamford, Conn.

WESTERN SALES:
ZAPON-BREVOLITE DIVISION
ATLAS POWDER COMPANY
North Chicago, Ill.







High Pressure
Advertising
but
A Low Pressure
Package . . .

NO matter how much money you spend on advertising and promotion—how high pressure your sales convention — you can't expect to increase sales today unless the package is right. Heekin metal lithography — faithful colors — help make sales.

THE HEEKIN CAN COMPANY
CINCINNATI, - - - OHIO

H E E K I N C A N S
Lithographed
WITH HARMONIZED COLORS

FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THREE new series in cover papers are now offered by the Hazen Paper Company, Holyoke, Mass. Pearl-ette in eleven colors—a repetitive half-tone design; Lacquered Grainelle, waterproof and washable, embossed in seven shades; and Pyroxylin Coated papers—metallics in plain, trade marked and embossed designs (gold, silver and copper).

PLANNED TO impart information on the development of a curriculum in advertising and selling studies that covers two full years of work in day school or an equivalent amount of time in evening school, is an illustrated booklet "Marketing, Advertising and Selling," issued by Pace Institute, 225 Broadway, New York. The opening dates of early fall beginning classes in marketing, advertising and selling are given in an accompanying printed schedule.

THE manufacture of gold leaf is shown in a moving picture serial feature known as "Stranger Than Fiction" and included under the heading of "Gossamer Gold." It covers the manufacturing process of gold leaf from start to finish—melting, rolling, beating, cutting and booking. It was taken in the plant of Hastings & Company, 817 Filbert St., Philadelphia, Pa.

TREATING TECHNICALLY with the subject of optical illusions, perspective methods and problems, is a 44-page pamphlet of the Calibron Notebook, designated as No. 3 and published by Calibron Products, Inc., West Orange, N. J. Much of the subject matter is well known but has not previously appeared in such condensed form. The title is "Perspective and Optical Illusions of Depth" and the author is Theodore M. Edison. Single copies are obtainable at fifty cents each.

IT IS NOT a theory but a fact that point-of-purchase displays—display pieces that stand on counter or floor—will sell merchandise. A well illustrated, 32-page booklet, bearing the title "Display-Ways at Point-of-Purchase," recently issued by Forbes Lithograph Manufacturing Company, P. O. Box 513, Boston, Mass., shows and tells of the various types of displays, made by that company, which have proved successful. Outlined, too, are the creative, designing and production facilities which the company is prepared to render to its customers.

JUST off the press is The Hinde & Dauch Paper Company's new Christmas booklet, entitled, "Make Your Shipping Boxes Say Merry Christmas *On the Way to Market *In the Retail Window *Inside the Retail Store *In the Consumer's Home." The booklet, produced in full colors, explains how well designed and attractively colored shipping boxes gain the customer's attention and so help to increase sales. A copy may be secured by writing The Hinde & Dauch Paper Company, Sandusky, Ohio.

A NOVEL and convenient source of information to users of transparent cellulose tissues is the Mikah "Cellu-Meter" issued by the National Adhesives Corporation, 820 Greenwich St., New York. By dialing the "Cellu-Meter," specific adhesive recommendations are immediately obtained for sealing, combining, and laminating plain and moistureproof Cellophane, Sylphrap, Protectoid and Kodapak. Ten major operations are listed, ranging from bag bottom and seam work to duplex bag adhesion, machine and hand wrapping, machine and hand window work, and over-all adhesion to paper and board.



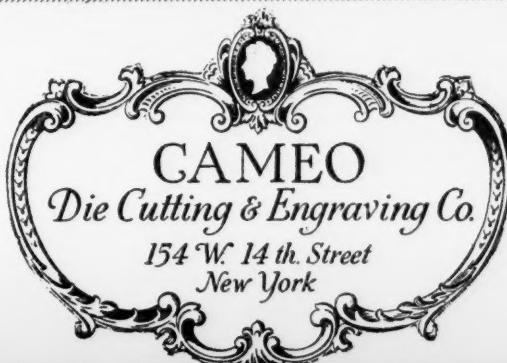
The "Cellu-Meter" supplements National Adhesives' booklet "How to Glue Cellophane, Sylphrap, Protectoid, and Kodapak," and is part of the company's extensive program to educate users of glues in general, and of transparent tissues in particular, in the proper use of adhesives. It is interesting to note that records of National Adhesives' service department show that approximately 90 per cent of the gluing troubles reported to them are due either to improper use of glues, or to improper recommendations caused by inaccurate or insufficient information submitted by customers.

OUTLINING and illustrating the properties and applications of Protectoid is a new 16-page leaflet just issued by the Celluloid Corporation—"Protectoid Transparent Packaging Material." Shown are illustrations of the rigid transparent containers as well as transparent wrappings, window containers and other uses of Protectoid. A list of prominent users attests the successful acceptance of the material.

Merry Christmas



In addition to our unmatched facilities for the production of private-design labels, we are able to offer hundreds of stock items for Christmas and Holiday trade . . . items of unusual beauty and sales appeal which, surprisingly, are of very low unit cost. We invite your inquiries. Send for illustrated folder "C" and Price List.

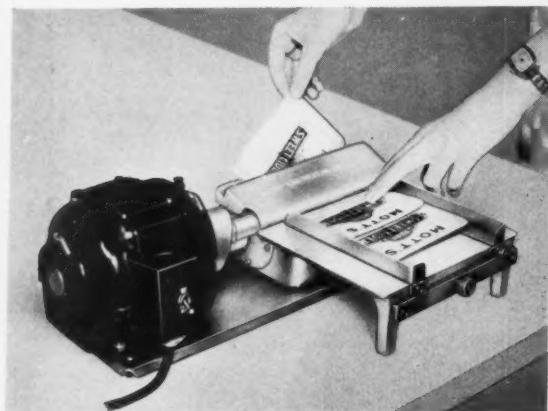


Equipment and Materials

High Speed Label Paster

Announced by the Alsop Engineering Corporation, 39 W. 60 St., New York, is a new low priced label paster, model 37, which puts glue on labels at a speed of $1/10$ second for a 2-in. label, $1/6$ second for a 3-in. label, and $1/3$ second for a 6-in. label. A glance at the illustration will show the simplicity of the paster with not a moving part visible when running. The rubber mounted motor has a built-in, fully enclosed, two-speed reduction gear drive, which is absolutely silent, running in liquid grease.

A unique feature is that all removable parts are held firmly in place when motor is running, but lift off freely for cleaning when motor stops. The thickness of the glue applied to the labels can be controlled to less than .001 in. by simply adjusting a convenient thumb screw which has automatic compensating springs to control different consistencies of glue. A thumb

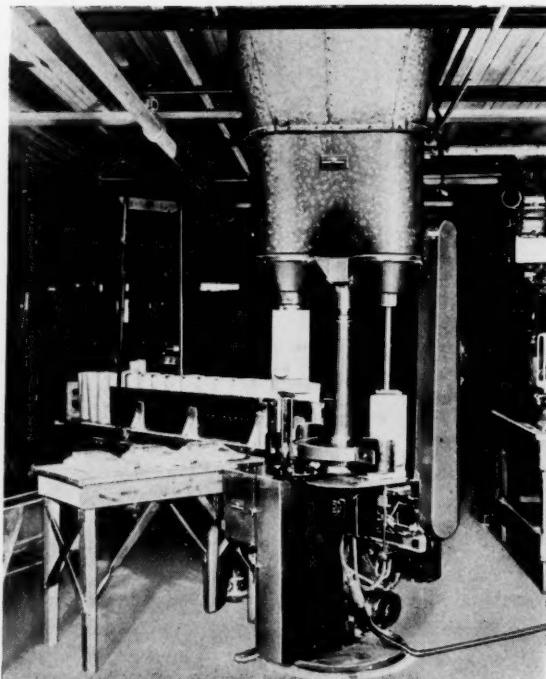


screw is also used to adjust guides which hold labels in line for rapid feeding through machine. Oilless bearings are used on all shafts, all parts are interchangeable and those touching glue are of rustless metals such as stainless steel, aluminum and bronze. The machine operates from any light socket. It is mounted on rubber feet which hold it firmly in place.

Two-Station Packer-Weigher

The accompanying illustration shows a new Packomatic 2-station automatic auger type packer-weigher, especially designed for filling flour into small bags. The photograph was taken at Crete Mills, Crete, Neb., who was the first to purchase this new type machine made by the J. L. Ferguson Company, Joliet, Ill.

The machine is practical in design and construction, simple to operate, compact, and the filling is clean and



accurate. The operation is fully automatic. An operator simply slips the bags on the packing station tube, as shown. It is bulk auger packed, dribble check weighed at the next station, and discharged onto belt conveyor. The unit illustrated is designed for 1-lb. to 5-lb. bags; it will operate at 18 to 20 per minute on 5-lb. bags, and faster on smaller bags. With slight modifications and interchangeable parts, it will handle up to $12\frac{1}{4}$ -lb. bags, or other containers. This machine was demonstrated and exhibited for the first time at the Flour Millers Convention at Dallas, Texas, June 1 to 5, 1936.

Looks Through the Package

Designed and developed specifically for visual inspection of food products in packages is the new G-E X-Ray unit, announced by General Electric X-Ray Corporation, 2012 Jackson Blvd., Chicago, Ill. By means of this unit, shown in an accompanying illustration, it is possible to: locate foreign materials in the package as well as in the product itself; detect defect in individual pieces of the product; provide a fool-proof test without destroying or even handling individual pieces; provide a final check on the fill of the container.

Bulk goods or the finished boxes or cartons are carried on an endless belt conveyor between the x-ray tube and the viewing screen. The image, or shadow picture

PACKAGES THAT IMPLY QUALITY

All dressed up and going places—"packages by Continental." Clothed in tin, tailored to fit, colorfully lithographed; these quality products look the part. And they deliver! Continental's packaging service is available to any manufacturer who has a packaging problem.



Continental Can Company

NEW YORK • CHICAGO • SAN FRANCISCO



Kimpak

REG. U.S. PAT. OFF. & REG. IN CANADA

CREPE WADDING

protects against shipping damage



Protects CANDY'S CANDLES

"YOUR wadding has been perfectly satisfactory in all respects . . .," write Candy & Company, Inc., Chicago, Ill. They, like hundreds of other manufacturers, depend on KIMPAK to protect their merchandise against damage and breakage . . . economically.

Let KIMPAK solve your packing problems. No matter if your shipment is large or small, metal, wood, glass or other material, there is a form

and size of KIMPAK available to fit your needs. Much of the world's choicest merchandise is packed

with KIMPAK because KIMPAK is soft and clean, without dirt or foreign particles. It is resilient and guards against jarring and other forms of shipping damage. No waste or muss. Surprisingly economical, too. Find out what KIMPAK can do for you. Mail coupon now for FREE portfolio of samples.



Gentlemen: Please send us the 1936 Portfolio of KIMPAK.

FREE! 1936 Portfolio of Kimpak
KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin.
Address nearest sales office: 850 Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.

Company.....

Address.....

Attention of..... Our Product is.....

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

8 South Michigan Ave., Chicago

122 East 42nd Street, New York City

510 W. Sixth Street, Los Angeles

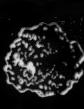
**LIGHT
AS A
FEATHER**



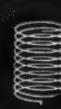
**SOFT
AS
WOOL**

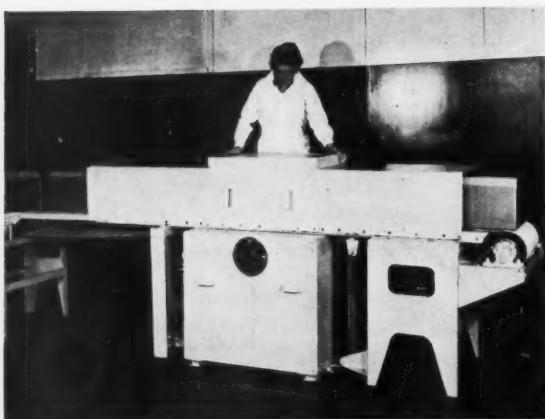


**ABSORBS
LIKE A
SPONGE**



**GIVES
LIKE A
SPRING**





of the product is thereby projected on the screen where it may be watched by the inspector or operator. The variations in the picture caused by different kinds of products and packages are easy to recognize, and the dark or light spots caused by foreign substances are quickly and readily detected by the human eye.

Since the shadows or dark spots caused by foreign materials are in the same relative position in the image as the substances are in the product or container, the packages or pieces containing imperfections are exactly located and can be immediately removed.

Paper Bottle for Beer

Recently developed as a container for beer is a paper bottle. One of these is shown, in comparison to other types, in the accompanying illustration. It is claimed that this paper bottle will hold and carry beer and will stand an internal pressure of over 60 lbs. per sq. in. It is said to permit pasteurization (immersion in hot water at 145 deg. F. for one hour), will stand refrigerator temperatures and moist conditions indefinitely. The



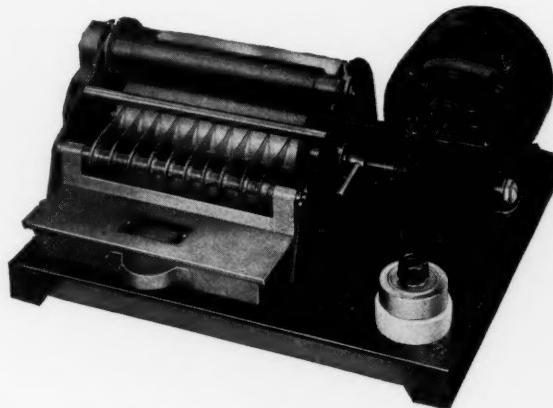
cost is stated to be less than metal or glass, the empties can easily be disposed of by incineration; non-refillable and cannot be sealed without special equipment. The bottle is equipped with a spout, and sealed with a standard Crown top.

The new container has been developed by Vitalis Himmer, Mountain Lakes, N. J., and is said to have met satisfactory laboratory tests.

A New Label Paster

New principles and modern designs have been incorporated in the Whirlwind electric label paster, just announced by The Scientific Filter Company, 1 Franklin Sq., New York. It is stated that the entire machine can be instantly dismantled for cleaning, the glue and feed rollers being removed through grooves in the end plates in which they are mounted. Oilless phosphor bronze bearings insure perfect alignment of the rollers at all times and make for silent operation and long life. Drive is by means of a quiet, geared head motor, eliminating belts and pulleys.

A novel feature of this new type of paster is the scraper knife which requires no adjustment whatever

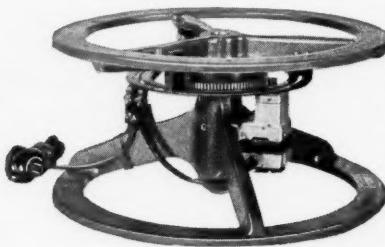


and yet automatically provides the proper amount of glue at all times. The glue is applied to the labels in light, narrow strips thus reducing the amount of glue consumed to a minimum. There is no tendency for the labels to curl, therefore they are easily and quickly applied with minimum wiping and no wrinkling.

Heavy Duty Type Turntable

A new heavy duty type turntable has been developed by the Speedway Manufacturing Company, Cicero, Ill. This is an addition to its line of smaller turntables. This latest Speedway product is primarily adapted to the eye-attracting moving display of such products as refrigerators, washing machines, motorcycles, implements, machines, appliances, etc., and where many articles are to be displayed on a revolving platform.

Built in skeleton design only, the 500 pound capacity, friction driven, sturdy top with its ball bearing thrust, is all ready for any size or type of platform, table top or superstructure to be set on or attached to it. The added standard feature of being equipped with collector rings permits of illumination or operation of electrically wired or motorized units as they are being revolved.



Boxmakers have told us ... and now we're telling you

"... The choice of RIDGELO Clay Coated shows the good sense of using the best. It does so much more at so little difference in cost." For example:



Royal
SALAD GELATIN

NET WT. 1/4 OZ.

Royal
REGUS PAT OFF

SALAD GELATIN
(ASPIC)

An unsweetened base with a meat-like flavor, for making delicious hot and jellied soups, salads, and moulded meats, eggs, fish and vegetables.

U. S. CERTIFIED COLOR ADDED
UNSWEETENED QUICK SETTING

Royal
SALAD GELATIN

Jellied Meat: Prepare Royal Salad Gelatin as per directions on back of package. Chill until it begins to thicken; add 1/2 cup cooked string beans (shredded), 1/2 cup cooked peas, 1/2 cup cooked carrots (diced) and 1/2 cup cooked celery (diced). Pour into loaf pan and chill until firm.

Jellied Vegetable Salad: Prepare Royal Salad Gelatin as per directions on back of package. Chill until it begins to thicken; add 1/2 cup cooked string beans (shredded), 1/2 cup cooked peas, 1/2 cup cooked carrots (diced) and 1/2 cup cooked celery (diced). Pour into mould and chill until firm.

FEEL this folding box—glasslike in smoothness, it will stay clean! Look at the bright varnish on board and ink, inviting customer approval. Set it up—note the strong scores, the rigid walls. Examine the brilliant printing—certain to draw buyer attention.

These rewards of using RIDGELO Clay Coated Boxboard mean higher package sales for manufacturers who can't afford to lower quality!

Ridgelo
CLAY COATED

"THE BEST KNOWN NAME IN BOXBOARD."

MADE AT RIDGEFIELD, NEW JERSEY, BY LOWE PAPER COMPANY

Representatives: W. P. Bennett & Son, Toronto • E. C. Collins, Baltimore • MacSim Bar Paper Co., Chicago • A. E. Kellogg, St. Louis

Pacific Coast Distributors: Blake, Moffitt & Towne • Zellerbach Paper Company

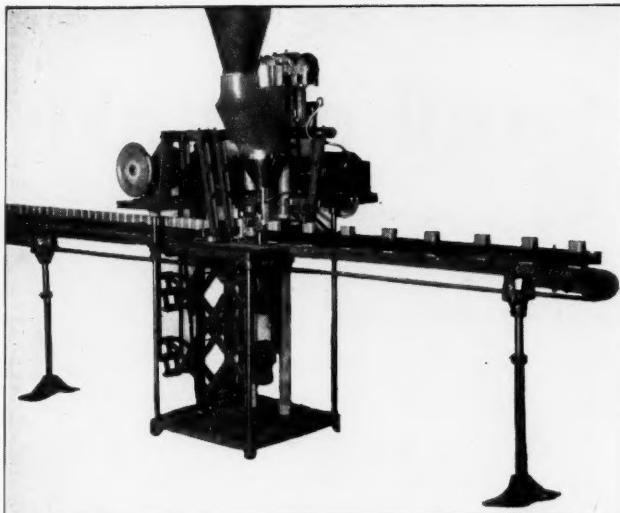
Fill

**30 to 60 PACKAGES
PER MINUTE**

Cut

25%* OFF COSTS

This new, automatic Franklin Packer represents the last word in powder filling equipment. It provides high speed, consistently accurate, *dustless operation* . . . filling cans or cartons at a speed of from 30 to 60 per minute. Automatic controls insure stopping of the feeder mechanism if no can is in position. When can enters, feeder starts. Dust proof ball-bearings insure enduring service and accuracy. One piece steel augers can be instantly changed, without tools,



for different sizes. Capacity can be varied to suit requirement. Investigate this money-saving, time-saving machine today. Write us for full information.

* Including labor and shrinkage.

NEW FRANKLIN PACKER FRANKLIN STEEL WORKS

JOLIET (Rockdale) ILLINOIS
50 Church St. New York

MODERN PACKAGES



FOR Modern Marketing
**THE ASHTABULA CORRUGATED BOX CO.
ASHTABULA, OHIO**

Clix Dog Products in Packages

(Continued from page 89) angle, of a chubby little urchin with beaming countenance beside a soft-eyed collie—an irresistible photo with plenty of sales pull.

As a special introductory offer, the retailer gets, with every two dozen Clix products, a gift combination that can be sold for 60 cents, which is also a gift to the retailer. It consists of one can of Clix flea powder, one cake of Clix dog soap, and one extra fine quality dog brush with wire bristles set in a rubber air cushion. The combination comes in an attractive display carton that features "A Clean Dog is a Healthy Dog."

The packaging scheme in its entirety was created by Ben Lewis. The boxes, cartons and labels were made by Brooks & Porter, Inc.

An extensive advertising schedule, which is handled by the Acorn Agency, is already under way in dog publications, kennel, outdoor and class magazines, leading newspapers, sporting goods dealer magazines, etc.

The Cow, the Sheep and the Pig

(Continued from page 108) matter with the Hormels and those who violate it do not stay.

Ten years ago, after the pleasure of seeing a life's ambition realized, the elder Mr. Hormel decided to retire. He moved to California, where he built one of the more attractive homes on the southwest coast, and here he endeavors to get away from the lure of the business that has been his joy for so many years. But he still keeps informed on matters of importance.

The business, however, was left in very capable hands, for young Mr. Hormel had learned the tenets of a successful meat-packing business under his brilliant father's tutelage. He had obtained a thorough ground training before he took over the presidency, and in his efforts to constantly improve the company's products, he saw the sagacity of modernizing and coordinating their many packages into one big happy family.

Enter, George Switzer

After many months of effort by the Hormel personnel to satisfactorily improve their old packages, without success, Mr. Switzer was called in by President Hormel, in July, 1933, as designer and consultant, to work out a comprehensive program of "family resemblance" covering products, packaging, properties and equipment such as trucks, refrigerator cars, etc.

When Mr. Switzer first tackled the job, he found a completely unrelated conglomeration of the most assorted shapes and sizes, of designs, color schemes and arrangements. There was hardly a package that might have been considered a relative of another at first appearance, except for the uniformity in lettering. But it was a weak and old-fashioned lettering—a lettering that, according to today's standards, would not be likely to be associated with the quality of product which is sold by Hormel. In short, it was an antiquated package which could not easily fight its way off a competitive laden shelf into the consumer's market basket, and something serious had to be done about it.

"In working out a family scheme," said Mr. Switzer, "especially where there is a long, fine history of suc-

KIEFER filling MACHINES will pack your product

Neatly . . . Accurately . . .

Speedily . . . Economically!



Quickly cleaned.
Easily adjusted
for different size
bottles.

THE "Cinati Junior" Filling Machine—illustrated—
insures you 15-30 gross production daily on light
or heavy fluids.

IF THIS production doesn't meet your requirements, write for Catalog listing many other types and sizes of Kiefer filling machines, used everywhere and known as the best!

The KARL KIEFER MACHINE Co.

A. J. STERLING

225 Broadway

Room 1209

New York, N. Y.

M. C. FINN

10 High St.

Boston

225 Broadway

Room 1209

New York, N. Y.

M. C. FINN

10 High St.

Boston

A. J. STERLING

225 Broadway

Room 1209

New York, N. Y.

M. C. FINN

10 High St.

Boston

Cincinnati

222 W. Adams St.

Chicago

C. S. du MONT

Widmer House

Victoria St.

London, England

P. JORGENSEN

311 California St.

San Francisco

T. C. KELLY

222 W. Adams St.

Chicago



**Straws....
are for
Convenience**

•
**Convenient
Containers**

Stimulate your Sales!

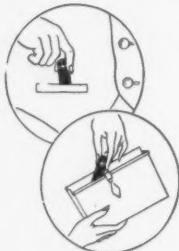
• **TOO MUCH APPEAL?** •



There's no such thing! Give your product every packaging advantage. In shape—in style, in color—and in convenience. And convenience has double-appeal . . . preferred for home use—indispensable for travel . . . a feature you can stress in your sales appeal . . .



**Hycloid
VIALS**



are FIRST CHOICE for convenience. Easy to use because they are made for their specific purpose; easy to carry because they are featherweight,—and SAFE to carry because they will not break!

Safe for Purse or Pocket . . .

**HYGIENIC TUBE & CONTAINER CO.
42 Avenue L, Newark, N. J.**

cessful business, as is the case here, a designer should try to preserve as many physical aspects as possible in the appearance of the old package. Find the good things about it and modernize them, but by all means, retain the spirit of the package that has built up invaluable good-will and prestige. Then that good-will is only enhanced and spread to the newer generation by the modernization of the package. But in this case there was nothing but the lettering to give the old Hormel line coordination, and I didn't see how that could be used in the present day, for a superior line of products. However, I made no hasty decisions, and all innovations were thoroughly checked and tested."

Mr. Switzer spent one year studying the meat industry in greatest detail. It began by a thorough inspection of the Hormel plant at Austin, which is one of the finest independent meat-packing house arrangements in the country—everything systematized for first, purity and cleanliness, then facility of operation and packing and easy handling throughout. Mr. Switzer then visited competitive packing plants. He went through practically all competitive packing house branches in New York, and contacted many of their dealers and distributors. He called on butcher shops and meat departments in chain stores at random throughout the country and upon hotels, hospitals and sanitaria, where meat quality is of vital importance. A thorough study of the various methods of displaying packaged meat products was made. Meat problems were discussed with housewives to find out the convenient size of packages and other determining factors. He looked into their refrigerators to see how meats were kept—he looked on pantry shelves. Then he went to the Home Economics Department of Columbia University to get an academic angle; then to the Marketing Division of the University for a business angle on economic and merchandising trends that might influence the industry. Then to Washington to talk with officials of the Bureau of Animal Husbandry. The purpose of this trip was not merely to conform with existing government regulations, but to actively cooperate with the Department in its endeavors for the future, especially with respect to grade marking for public identification and protection.

Many retail outlets carried the Hormel soups and tinned baked hams, but it was Mr. Switzer's thought that many more Hormel items could be added to this stock, with smart packaging that would enable the formulation of a series of merchandising plans for group selling. So, with the basis of the little animal family trademark that had been unanimously decided upon, many sketches were prepared to develop the proper elements of a scheme that would harmoniously bind the Hormel packages and properties together.

Federal Grade Labeling Improved

There was one weakness in packaging requirements specified by the Federal Pure Food Laws that was an important problem to overcome. It was the system of grade marking or labeling, which was not clearly intelligible to the customer. Labeling on most meats was so nearly alike in appearance that the customer could hardly detect any difference in the various qualities. For this reason, there has developed a practice among unscrupulous butchers of selling lesser quality meats

Wise

This LOVELY scene of olden days is printed on cellulose.

The story of the Wise Men is colorful with elevating influence - so too, with RICHLY printed transparent cellulose your packages can be interesting and colorfully attractive; distinctive among many competitive products.

Nashua artists express the MODERN note in design for point of sale -- allow us to assist you with your Holiday or regular wrapping problems.

PACKAGE PAPER DIVISION
NASHUA GUMMED & COATED PAPER CO.
NASHUA NEW HAMPSHIRE

Magic

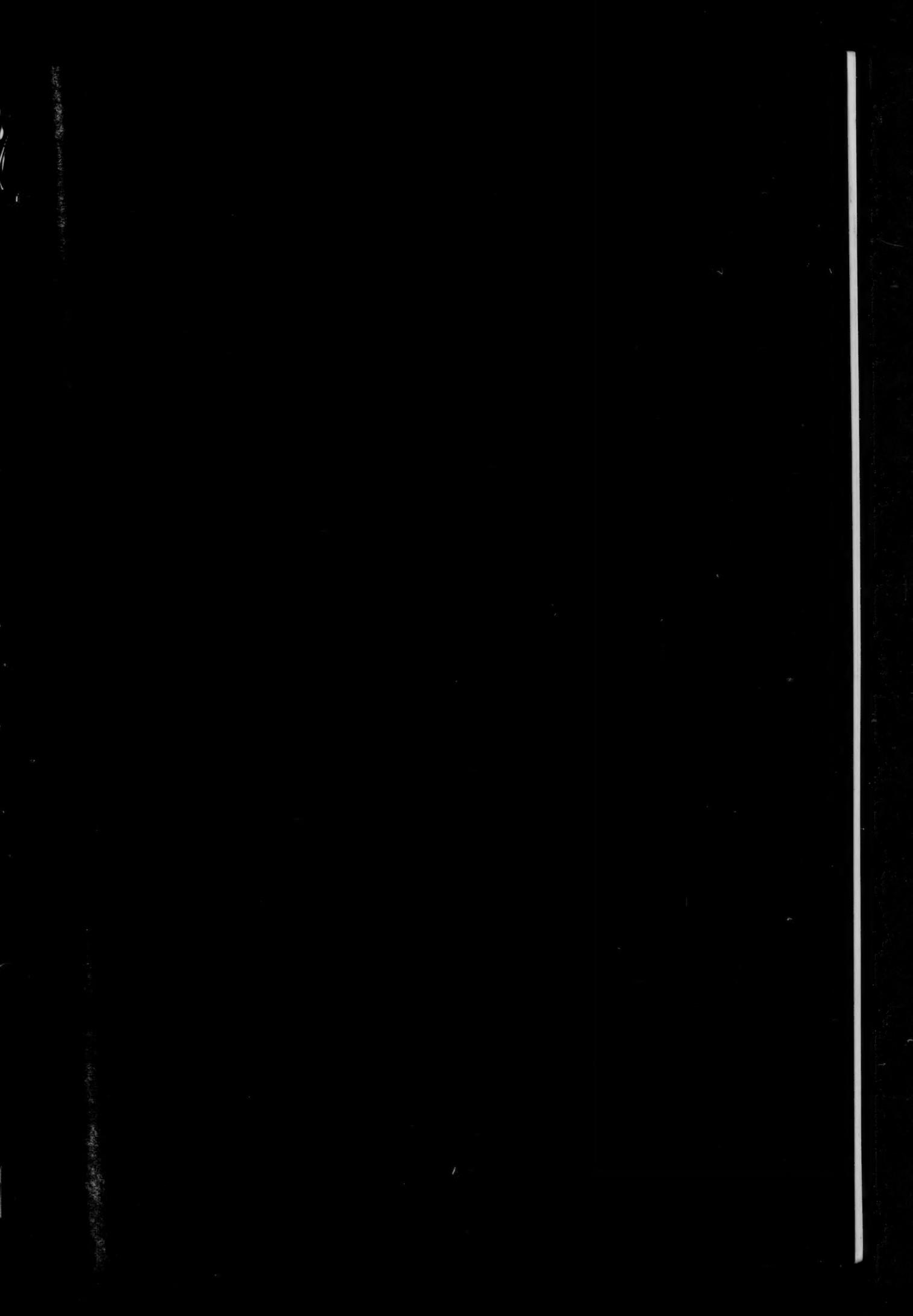
This LOVELY scene of open days is built
up on cellulose.

The story of the Wise Men is told with
elevated influence -- 20 feet, with RICHTY built
as troubadour cellulose and packages can be
interesting and colorfully attractive distinctive
would make competitive products.

Nothing offers express the MODERN note
in design for point of sale -- allow us to assist
you with your Holiday or regular windowing pro-
grams.



NASHUA GUMMED & COATED PAPER CO.
NASHUA, N.H. - HAWKSHIRE
PAC-KAGE PAPER DIVISION



Nashua

SA

at first quality prices. Hence the proper quality identification of meat packages became one of the objectives in the redesign of the Hormel family. This, of course, entailed the cooperation of the Bureau of Animal Husbandry, who also considered this an important problem to work out for the entire industry. There were many complications, but together they eventually worked out a distinctive identification for each of the three Hormel grades, so that the customer can now see at a glance that the package is not only a Hormel product, but it is their first, second or third grade cuts, and first grade prices cannot be asked for third grade packaged meats.

Color, an Important Package Element

It was finally decided that the best way to identify the various brands would be by a distinguishing color scheme.

"Color," says Mr. Switzer, "is one of the most important elements of successful packaging. It plays a vital part in illustrating the type and quality of the product the package contains and can speak volumes of sales appeal. Color is usually the fastest means of identification.

"In the case of a food product, purity and cleanliness must surely be considered of first importance, and white being the color of immaculate cleanliness and a good color to tie in with everything concerning the meat-packing business, I set up white as the basic identifying color—the theme color, as it were. It is not a dead white, but a rich, glossy white, slightly creamish, or slightly blue-grayish, depending upon the color scheme of the particular item.

"The proper use of white has tremendous display value. It has a brilliance that fairly sparkles alongside color. With white as a starting point, I tried out different combinations for the best color schemes to identify the various grades. Finally we decided upon a warm grass green for the Dairy Brand, instead of the dark 'hard' green that was used in the old Dairy Brand package, a clear blood red for the Minnesota brand and the deep blue of the sky for the Austin Brand."

Establishing a Tone of Quality

Beyond the color, it was necessary to bring out certain points at a glance—primarily that the Hormel line is a quality line. The old package looked like a nondescript product of mass production and this had to be changed to a package with a good food appeal predominating. How to do it? By design, shape, color and innovation. It required the use of glassine and transparent cellulose so that customers could see for themselves the fine quality of such meat products as could take transparent wrappings. It required style in the arrangement of the trademark and the identification of each particular package. It required tone in setting up the slogan "Hormel Good Food." The old lettering in the old style, was distinctly outmoded. Forty years ago, when George A. Hormel designed the lettering himself, it was perhaps in advance of the times, but the fine art of advertising has moved speedily in the last score of years, and the old lettering has with time become old-fashioned, clumsy and lacking in finesse. According to today's standards and the increasing importance of eye-appeal in packaging it didn't



The Postal Union of Nations stands preeminent in service. For a few pennies your message will be carried across oceans and continents, and delivered anywhere on earth. Thus postage stamps are outstanding symbols of service. But that's only one kind of service.

ARABOL ADHESIVES



bring new meanings to the word. Among other things, Arabol Service includes the skilled assistance of technical experts who are always ready to work with you in solving your adhesive problems.

THE ARABOL MFG. CO.
World's Largest Manufacturers of
Glues, Gums and Pastes
110 EAST 42nd STREET • NEW YORK
54th AVENUE & 18th ST. 30 STERLING STREET
CHICAGO SAN FRANCISCO
Offices and Warehouses at Boston & Philadelphia

SIX GOOD NUMBERS

by Ad. Hesive

Ad. says: Gly-Jel is a new development for the box maker who uses animal glue. A very small percentage of this material added to ground glue gives flexibility, eliminates warping and reduces material costs.

Star Non-Warp Glue for tightwrap work combines flexibility with quick-drying, non-curling qualities.

Star Special Process Glue is for the box manufacturer who prefers cold glue. It has excellent penetration and flexibility.

Star #147 Labeling Gum is equally adapted for labeling hot, cold, wet, dry and greasy jars or bottles. It is moisture-proof, and transparent.

Star Labeling Gum #148-L is for varnished labels and where very heavy paper is used. It is colorless, highly concentrated and will hold labels indefinitely. Make Your Identity Stick through the use of these label glues.



Our Dekco roller has been developed especially for the metal decorating trade. It will not crack where lacquer inks and varnishes are used.

BINGHAM BROTHERS COMPANY

(Founded 1849)

Adhesive Manufacturers

406 PEARL ST., NEW YORK, N. Y.

ROCHESTER, N. Y.
980 Hudson Ave.

BALTIMORE, MD.
131 Colvin St.

PHILADELPHIA, PA.

521 Cherry St., and Emerald & E. Hagert Sts.

ATLAS GUM & SIZING COMPANY, INC.
Bush Terminal No. 1, Brooklyn, N. Y.

do justice to the products, and even though it was the one point of coordination in the old style of packages, it was felt that it should be abandoned. So Mr. Switzer, wanting to obtain the best lettering possible, developed several new logotype styles and typical package design schemes appropriate to each style. The lettering adopted was really a modernized version of the original Hormel lettering, utilizing a few of its better characteristics along with the new trends.

Designs for All

The transparent cellulose wrappings were developed first, because a good design for reproduction on cellulose, on account of the intricacies of printing, would be good for any other of their packages. For these Mr. Switzer designed a three section colored square panel, intended to come in the center of the package when folded, and to serve as the label and the eye-catching element in the wrapping. The center panel of white features the name "Hormel" and the brand name in script below it, in the color to match the upper and lower sections of the panel—green for Dairy Brand, red for Minnesota Brand and blue for Austin Brand, and their respective affinity colors for variety.

In the upper part of the panel, the identifying animal from the trademark family appears in glossy white silhouette, solo or en toto, according to the contents of the package. In the case of such products as bacon, pork tenderloin, picnic hams, and all things that come from the pig, the little pig appears. In the case of steer products, there is the steer of the trademark, and in the case of mutton products, the little lamb of the trademark. Some of the packages, especially the large ones, carry the complete family in the upper trademark panel. In the lower section of the panel the product contained in the package is identified in clear, large white lettering.

An especially effective touch is the arrangement of the slogan "Hormel Good Food." Instead of the large letters underneath the identification in the old packages, where it made an extra element, and really detracted from the design, it was set up in parallel lines, running continuously, the lines placed at well-spaced intervals, depending upon the over-all size of the package. This imparts a smart and artistic tone to the package, which is by no means an easy achievement for such a commonplace and inartistic product as meat.

These parallel slogan lines in turn become an additional identification motif, helping to make the packages recognizable at a distance, even before they are readable. The color of the slogan lines vary according to the type of package—usually red on cartons; red, white or yellow on cellulose wrappers depending upon the color of the meat. This decorative printing is very striking against the clear, firm meat beneath and has proven to be a perceptible lure to the curious customer who spies it on the store shelves.

There were many adaptations of the basic designs required for the cellulose wrappers, which were to be used on a great variety of the Hormel packaged line—bacon, sausage, dried beef, etc. One interesting innovation was the treatment of transparent cellulose wrapped packages at each succeeding stage of unwrapping. The bacon wrappers, for instance, are so designed that they reveal a skillfully designed composition as

they are unwrapped, with each fold. It glorifies the natural color, and texture of the meat itself, and thought out in exactly the same manner as a meat painting in a museum. The design is intended to give the consumer the thrill of the natural color of the product. As Mr. Switzer remarked, "How many days might be more happy and successful in the lives of husbands and wives if every breakfast package in color and composition tended to awaken the senses, soothe the nerves and sweeten the disposition during the critical period of the day—the breakfast hour. Good art designed to brighten the breakfast hour may have more social significance for the nation than all its museums' paintings. And happy breakfasts make Hormel bacon and other products taste better."

The same basic design was adapted to the hams and bacons which required parchment paper wrappings. These are also in white, the theme color. Counter cartons were designed for the display of such products as slab-sliced bacon, frankfurters and other display items. The slab-sliced bacon was a new idea in the industry introduced by Hormel at the time the new family packaging was "in the works," and its first packaging was the new one—doubtless one of the contributing reasons for its instantaneous sales success.

The simplification of shipping containers was considered. On bacon alone the number was reduced from eighteen to four. Sliced bacon production was straight lined. The better quality of sausage, the choicest of the pork tenderloins, the finest cuts of many of their products of the quality line, went into tins. The whiteness and delicacy of the new design as applied to these tins gave them real "class" and typified the quality and purity of the contents. Cartons and pails were designed for lard; glass jars for meat specialties such as pigs' feet, cooked corn beef, etc.

Re-use Values Bring Re-orders

Among the most interesting new glass packages is a 2-oz. dried sliced beef glass with a re-use value for cocktail time. All the wording is on the metal cap that seals it. The glass itself is imprinted only with an oval design in which the jaunty barnyard trio impose. When the dried beef is gone, a smart beverage glass of popular size remains. The little animals are so placed on the glass to serve as a measure for the size of the drink desired—one finger, up to the little piggie—two fingers up to Mary's woolly lamb, and three fingers up to the haughty steer.

This was the first experience with a package that had re-use value, and its tremendous selling power was somewhat of a surprise. Perhaps it is a sense of thrift, or perhaps people like the angle of getting something for nothing. In any case, it makes them stick to a brand, no matter what other one a cunning storekeeper may want to sell them for reasons best known to storekeepers.

Trucking, a la Hormel

Hormel has a large number of trucks of various types, but mostly refrigerated, and it was quite a task to modernize their existing trucks and to design their new rolling equipment. Some valuable experimenting



LOAD THE DICE

in your favor

Take the gamble out of this year's Holiday season—Package your product in a double purpose plastic container molded by Auburn and designed for re-use after contents have been removed.

You'll see why if you put yourself in the purchaser's place. Two articles for the price of one makes a powerful bargain appeal. But if in addition to the re-use feature you make your container smartly colorful and engagingly clever, you have an irresistible combination.

You will be surprised how little such packages cost in quantity lots. Let us help you with your design problem. Our list of sales winning designs is your guarantee of satisfaction. Write to—

Established 1876

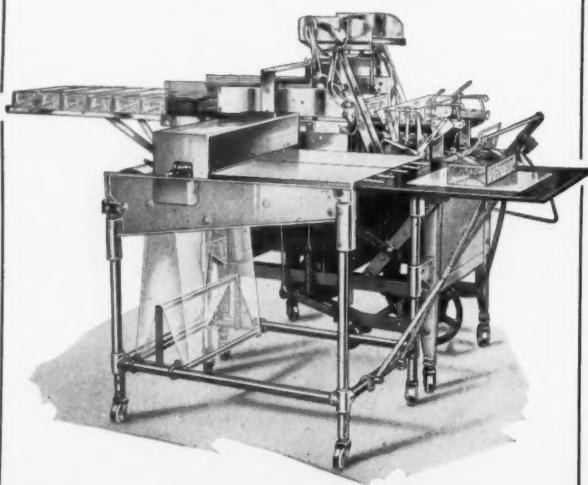
AUBURN BUTTON WORKS, Inc.
AUBURN, N. Y.

DIFFICULT TO WRAP? NOT FOR THE MILLER!



UNUSUAL as well as ordinary packages are speedily and beautifully wrapped by the low-priced Miller "Economatic" Wrapping Machine. It is compact, adjusts instantly, wraps with "Cellophane," "Sylphrap," waxed papers or waxed foil. Slanted sides, extension edges, even bottles (except round), can all be provided for.

Why put up with unnecessary wrapping expense? PROFIT by writing to Miller now!



**MILLER WRAPPING &
SEALING MACHINE CO.**

14 S. CLINTON STREET, CHICAGO

was done in modernizing these trucks, which was accomplished mostly by paint.

"Most companies," said Mr. Switzer, "are shy of the idea of white trucks. In this case, glossy white trucks proved the most economical because of the heat reflective value of a glossy white surface. For a number of reasons I wanted to stick to the glossy white as the theme color throughout. It emphasizes cleanliness and purity, which is a good thing in trucks for meat products. It reflects more light and color and is more quickly caught by the eye of those who may see it as it passes by. It lends itself better than any other color to display, and the name can flash by with easy recognition. Even a fleeting glimpse in traffic registers an impression.

"But the important reason for my desire to use white in these trucks, especially the refrigerated ones, is that white, because of its reflective values, will actually save on the refrigeration. This was a hunch to begin with, but it worked out just as we had figured.

"A dark background on a truck absorbs heat waves that will make the interior much warmer than with a light background. And in the case of a refrigerated truck is of much importance, since it quickly diminishes the refrigeration. For instance, take a cake of ice of any size or weight and set it in the summer sun with a large part of it exposed, and put over the remaining part a piece of black cloth on one section, a piece of green and a piece of red cloth over other sections, and a piece of white on another. You will find that the ice melts right down where the dark colors are, ever so much faster than where the ice is completely exposed. Where the white cloth covers the ice, it will melt very slowly, and far the least of any other color. Where the ice is exposed, it reflects the heat waves and diffuses them like a mirror.

"Therefore, I set up a glossy white truck, with an aluminum top, which is also high in heat reflective value, and the sparsest use of a contrasting green panel to bear the name Hormel, as the best arrangement for the trucks. There was the usual opposition on the ground that white would get dirty, which is true, of course. But my theory proved to be right and it turned out that the actual saving in the refrigeration by using white trucks enabled them to pay for washing the trucks practically every day in the year. It also had the benefit of a plus-value in advertising as well as in strict cleanliness and purity—points that in the meat packing business can never be over-emphasized."

One Year Later

A year had passed without a moment's let-up on the job of modernizing the Hormel packages and equipment, including all items that would ordinarily meet the customer's eye, before Mr. Switzer was ready to submit a scheme—study—research—sketches—more sketches—ready at last!

Innumerable sketches comprised the large assortment Mr. Switzer took with him to California to submit to George A. Hormel, in company with his son, Jay C. It contained his best efforts in carrying out a scheme of family resemblance and package modernization, and in fact, several variations of the scheme for a second and third choice.

Instead of having the appointment at the house, Mr. Hormel was spending the day at the beach about 20

miles away, where he asked Mr. Switzer to bring his array of packages. So there he went and on a crude sort of a table, with the wind blowing and children running about, he set the packages up for review.

It was far from a satisfactory showing, as the packages were rocked back and forth by the wind, often threatening to blow off into space, never to return—this result of a year's concentrated effort. But in spite of blowing winds and active children, Mr. Switzer made an eloquent explanatory presentation of each group of packages and the scheme as a whole was found entirely satisfactory, with the one exception of the lettering. It was understandable that George A. Hormel, with an age of three score and ten, would find it difficult to accept even one of the most exemplary examples of modern lettering—Mr. Hormel had designed the original lettering himself. He was frank to admit it may not be considered "tops" today, but it saw him through a long period of constantly growing success. It portrayed something of his own individuality—simplicity and rugged character. All that Mr. Switzer said about the need of changing the lettering to fit the times was obviously true, but notwithstanding, the Hormels insisted on abandoning the modern lettering. They finally consented to an improvement of the old lettering, which required the complete redesign and a new scheme, starting from scratch.

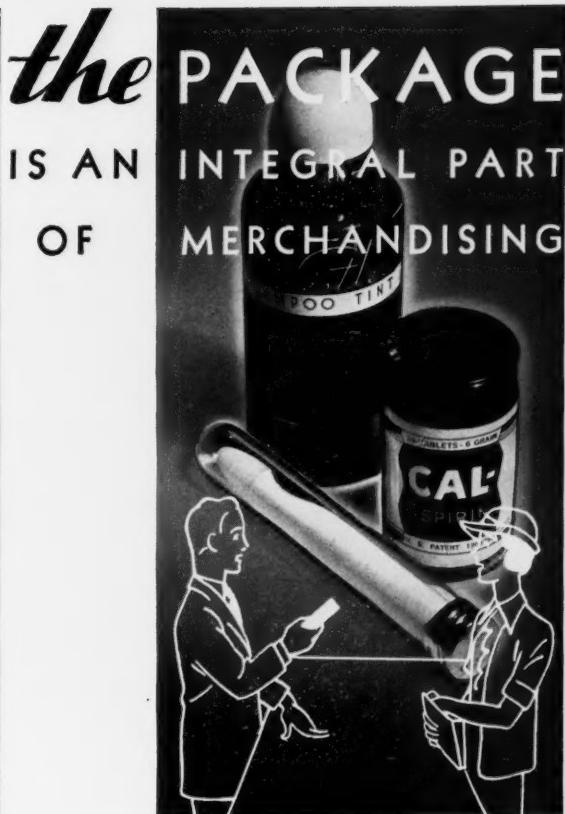
After another year, the complete job was approved, released and the work went speedily forward. There was so much enthusiasm over the new packages that the adaptations of the various designs to the numerous different packages in each group went right ahead at the main Hormel plant in Minnesota, without waiting for the supervision of Mr. Switzer in New York.

"This," states Mr. Switzer, "has been the cause of a few discrepancies that may possibly be apparent only to the trained eye of the artist and designer—such as off-shades, a variance in the weights of the lettering, a lack of feeling of quality that can only be obtained by the closest cooperation with the creator of the designs during production. These mistakes, however, will eventually work out of the packages, when re-ordered, and the artistic appearance of the entire line, I hope, will be continuously improved."

Sales and Savings Result

Throughout the whole modernization scheme, there was the thought of saving in production and increasing sales. The more expensive carton packaging of some products was discarded in favor of transparent cellulose wrappings, and not only was there a saving thereby, but sales went zooming. In the case of bacon alone, sales doubled like magic as soon as the new package was put on the market. "Indeed, might have been quadrupled had facilities been equal to the task," reported the Hormel "Squeal," company house organ.

Instead of bringing out their complete line of new packages at once, they have adopted a clever merchandising policy of specializing on one group at a time, with the idea that the new package will become more deeply impressed upon the mind of the public if a drive is made on their various products singly. That is why it has been so easy to check the very gratifying increased sales as a direct result of their package rejuvenation.



Too often, manufacturers are prone to sacrifice the appearance of a package in deference to the quality of its contents. Such sincerity is commendable but generally overlooked by the consuming public in its search for the product with an attractive cover.

For today, the package plays an important part in merchandising. Eye-appeal at point-of-sale is half the sale. Alert merchandisers are quick to realize this factor. That is why you'll find an ever-increasing use of Lusteroid for modern, sales-making packages.

Lusteroid is smooth, lustrous and permanently attractive. It's light in weight, yet unbreakable. Lusteroid is available in colors (transparent or opaque) and with labels as an integral part of the package. Because of its ability to stimulate sales and speed up turnover, few Lusteroid packages remain on counter or shelves for any length of time.

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Several years ago the Union Paste Company anticipated the developments in the transparent wrapping fields and set up its well-staffed research department.

Today, that department, grown and extended, looks back on a record of thousands of cases in which it has solved the individual problems of different manufacturers. Particularly in the cellulose adhesive field, where every job presents its own problems, this background of experience is outstandingly valuable . . . to you as well as to us.

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It is also a valuable way to obtain repeated special effort on the part of the sales and dealer organizations. It lends "news" interest to their work and gives it a "game" quality that "brings home the bacon."

Hormel Sets a Precedent

After deciding that their packages should be brought up to date, Hormel exhausted every effort to improve their old packages, by rearrangement, changing color schemes, the use of modern materials, etc., but soon saw that the solution of producing a good family group of packages lay in the development of entirely new designs. Furthermore, they felt it to be of sufficient importance to obtain the best talent, the best materials and the best production jobs.

With Mr. Switzer's guidance, they have set a precedent for artistic packaging in the meat industry that has already found a public response way beyond expectations.

With those new packages already on the market, they have found beyond a question of doubt that eye-appeal—a neat, harmonious, attractive package that pleases the eye—plays a very large part in the selection of merchandise, and that eye-appeal must fit the present buying generation.

Hormel takes pleasure and pride in the skill they have evolved in furnishing meat specialties and cuts that please the connoisseur of food. Certainly, proper packaging has contributed a lion's share in their broadening reputation for superior meat specialties.

Credit to: George Switzer, for the basic designs, plan and design direction; Shellmar Products Company for printed transparent cellulose wrap; The Waldorf Paper Products Company for cartons, shipping containers and parchment wrapper; T. H. Hocker, Hormel's purchasing agent and his assistant, Robert Bateman, for general production supervision; Robert Gray, Hormel transportation manager, for transportation equipment improvement program.

Plan for Greater Holiday Sales

(Continued from page 56) with the name of the store appearing inconspicuously in an unobtrusive spot. Manufacturer's packages are discarded unless they are unusually attractive or they may be used merely as storage containers until the items are placed on display.

As in previous years Abercrombie & Fitch will use a white embossed paper covered box during the Christmas season but at the present time a green gift box is being developed. The name of the company will be printed on the box in a deeper shade of green. This is considered primarily a masculine house though women's sport clothing is sold, and accordingly leans over backward in being conservative since the average man does not like to carry about a screechingly colorful package at any season of the year. The only special Christmas packaging is in the dog accessories department where even dogs have their day at Christmas time. For the past few years a Christmas stocking stuffed with rubber mice, rubber bones with real meat flavor, dog food, dog soap and crackers has been so popular that it will be repeated this year. Adult games are packed the year round in heavy wooden and comparable mate-

rial boxes that can be used indefinitely to store the games when not in use.

A. G. Spalding & Bros., on the other hand, who manufacture as well as retail sporting goods, makes more extensive use of color in preparing holiday packages, which are worked out by a competent designer. Combinations such as Chinese red and black, and black and gold are handled advantageously and add to package appeal without appearing strident. The executive interviewed told us, "Beauty and appeal in a package is something we all strive for at Christmas time in addition to simplicity and economy. It used to be a practice to utilize every inch of space for the manufacturer's name, advertising messages, instructions or what-not, but in this era of speed, people haven't time to read



Cellulose gift tyings in plain and printed designs as offered by the Crystal Tissue Company

all that and it annoys them to be confronted with it. We feel that a good design should not be complicated with a lot of text and that the manufacturer's name should be subordinated to the pleasing effect of the entire design."

Colors and designs in Spalding packages are such that they can be sold after Christmas without any change. Regular boxes are wrapped in holiday papers during the Christmas season and gift cards are furnished for the convenience of customers.

Both specialty and department stores selling popularly priced merchandise report that they are interested in packages especially adapted to Christmas sales through colorful coverings since the class of people they cater to are attracted to this type of merchandise. These stores, too, in many instances, use their own boxes for packing items not ordinarily packaged by the manufacturer, but they are inclined to be more colorful though still simple and modern in design.

The majority of department and specialty stores contacted have established a gift wrapping service where



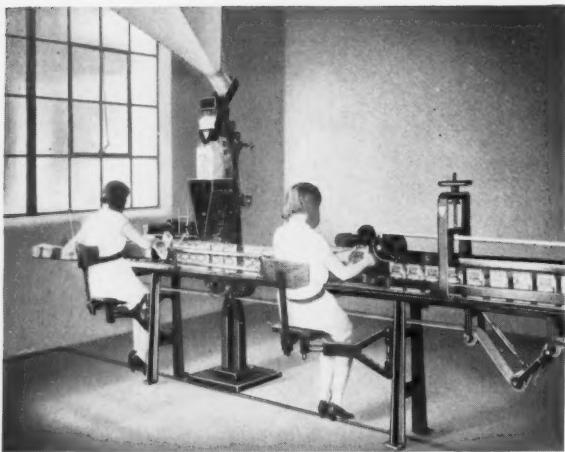
This new double service of ours saves you a lot of time and bother. You get identical design and color tones on both items, and the finest tubes . . . SHEFFIELD PROCESS TUBES . . .

of pure tin, tin coated, or lead. Your cartons will be printed on heavy clay coated white board. Speedy deliveries are assured from our plants in New London and Chicago. Manufacturing economies are passed on to you in the form of surprisingly moderate costs.

We are ideally equipped to serve smaller manufacturers with limited production, as well as the big ones . . . to their profit and advantage.

Share your packaging problems with us. Let our experienced designers and merchandising men offer ideas, suggestions, sketches, samples, and low cost estimates. There is no obligation. **WRITE TODAY!**

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**Two Operators
PLUS
This Triangle Packager
EQUALS
10,000 Finished Packages
Per Day!**

Here is a simple, sturdy, highly efficient piece of equipment, capable of cutting your packaging costs lower than you ever thought possible. Only two operators, with this machine, can produce 20 to 25 finished cartons per minute . . . about 10,000 a day! You can change carton sizes practically "on the run". There's no lost time. Handles cartons up to 11" in height, or one as small as a package of cigarettes. Extremely economical in operation, thoroughly dependable; unusually simple and foolproof, this Triangle Weigher and Sealer, in your plant, will pay for itself again and again, very quickly. Investigate now! Let our trained engineers show you exactly how this machine will save you money, increase your business and profits. Installed on term or lease basis. Write us today. There is no obligation.

**TRIANGLE PACKAGE
MACHINERY COMPANY**

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FOREIGN OFFICE • 44 WHITEHALL STREET, N.Y.C.

items bought throughout the store may be dressed up with gay papers and huge bows. A small charge is made for this service in some stores while others absorb the extra cost charging it to good-will.

Gift packaging activities in Boston are regulated to a considerable extent by the Cooperative Retail Trade Board, of which a majority of the retail stores in that city are members. Each store may select its own color scheme but all use the same quality box, white tissue and colored ribbon and this gift box is used the year around including Christmas. If a gift costs \$2.00 or under there is a 10 cent charge for the gift box and wrapping. If the purchase is more than \$2.00 the merchandise is packed in the same gift box free of charge. Jewelry, silverware, stationery, china, glass and candy are gift wrapped free upon request, regardless of price. None of the stores operating in cooperation with the Retail Trade Board can give special Christmas boxes or any boxes other than the standard one agreed upon unless a charge is made for it. Many of these stores have developed special gift wrapping departments, which are considerably expanded at Christmas time, where for a nominal charge, a customer may have her gift wrapped in fancy paper and trimmed with bows.

Chain stores represent yet another bracket in selling, and let no one get the impression that because they sell merchandise at low prices they are not interested in packaging. On the contrary, they are probably more alive and up-to-the-minute in their packaging ideas than many of the independent stores and they are more exacting in their demands upon manufacturers for appropriate containers because they depend more upon packages than clerks for the actual sale of merchandise. Several of the larger chains have established design bureaus of their own since from experience they have learned that some producers or manufacturers are of an engineering turn of mind and while they concentrate on their product and refine it to a high degree, they fail miserably when it comes to packaging that product. The function of these design bureaus is to make suggestions to manufacturers for packaging products to be sold exclusively by their particular chain. They frequently suggest improvements, however, in packages of nationally advertised products that benefit other stores as well as their own.

The size and shape of packages is of utmost importance in these stores where counter space is so valuable and items must display well in a limited amount of area. For instance, some manufacturers mount a small item, perhaps a lipstick, on a huge card, entirely out of the question for use in chain stores because it means too much wasted counter space. Such an item given to the design department would be cut down to the smallest possible dimensions with the least printing practical to get the message across.

Chain stores lay considerable stress on seasonal merchandise whatever the occasion and particularly does Christmas receive a large share of attention. Packages and display cards together must tell a Christmas story and in this type of retail outlet red and green are still good Christmas colors. This is true because in all their planning they must keep in mind their branches in small towns where extremely modern treatment would not be appreciated as it is in large cities.

Manufacturers who take their packaging seriously

will be interested in what the Textile Color Card Association has to say about colors for Fall. The object of this association is to correlate colors in fashions and other industries in order to produce harmonious blendings with more or less of a standardization from one season to another. Its collection for Fall introduces a special group called "Pottery Tones" which emphasizes soft mellowed shades to blend or contrast with darker hues. These were developed after considerable research in museums in an effort to get actual tones from rare old pieces of pottery. "Paddock Colors" consist of brilliant sport hues stressing the racing theme for Fall.

According to Margaret Hayden Rorke, managing director of the association, the idea of color contrast is important, with two or more solid colors combined such as rusts and greens, violets and blues. Blue or violet with wine red or a darker color with a lighter shade are most effective. The whole rust and copper ranges are important and vintage reds are increasing in interest. Silver and gold and similar metallic accessories will be seen extensively. These represent but a few of the many color trends predicted by the association but space does not permit a more complete listing. However, this information is available to manufacturers who want to use it to tie in with the color coordination that will appear in clothing, home furnishings, draperies and other sections throughout department stores. The chances are that if package manufacturers follow these same trends, their packaging will meet with greater approval and will surely have the feeling and appearance of being packages of the moment rather than of bearing a last season's flavor. This applies not only to manufacturers of boxes and packages, but also to makers of all lines of commodities that are distributed through retail, specialty or chain stores at a wide range of prices.

What Designers Say About Christmas Packaging

Perhaps no one in either commerce or industry is more alert and sensitive to changing packaging trends than is the industrial designer whose job it is to advise and guide his clients to avoid error. He is constantly engaged in study and research, testing and correcting for perfection. His viewpoint, therefore, is of considerable importance to anyone who wants to get the most out of his Christmas merchandising efforts.

"The objective of modern design as applied to any package," says Egmont Arens, "is to lift it out of the confusion of all other packages and give it an individuality that commands attention. The really smart manufacturer finds a method of distinguishing his product by intelligent use of color and realizes that the less diversion of color he uses, the better his package will look. Large areas of plain color are more effective for attention value than broken multi-colored areas. The old practice of spreading the manufacturer's message all over a package has given way to this new policy of simplicity attained through the use of plain colors which is a sure means of setting a package apart from surrounding multi-colored merchandise.

"Note the tendency in interior decoration to use one tone of neutral color in a room and spot it here and there with brilliant colors, rather than have all-over decorative designs. In the old days when a man sat in his favorite chair resting after working at some unevent-



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PAPER bags and cartons made of LOTOL*-treated stock and sealed with LOTOL* have an unusual degree of moisture-resistance, toughness, and pliability.

LOTOL* has proven itself not only a superior water-proofing and strengthening agent . . . It has demonstrated its superiority as a sealing material. Unlike glue, it sets quickly, is impervious to temperature changes, and impervious to moisture. It creates a tenacious, permanent, even seal which cannot be broken without destroying the package.

If you have not yet discovered LOTOL* for yourself, it will be advantageous to find out at once how it may be applied to the improvement of your product. Why not write to us? We can also supply all types of natural Latex.

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NEW YORK, N. Y.

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● Redesigned boxes have a way of boosting sales. The buying public responds to new ideas in packaging, just as it does to new products.

Not mere box makers but packaging specialists, Lindley is in the business of creating containers that work *for* the manufacturer, not *against*. Skilled designers are kept busy diagnosing their clients' problems. Experienced craftsmen take the necessary pains to turn ideas into finished boxes that are *actually* better.

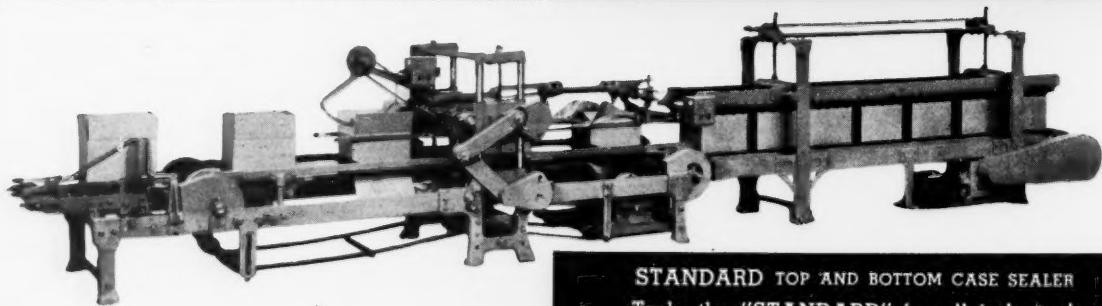
Hundreds of the largest concerns throughout the country have come to Lindley to solve packaging problems. This experience can be readily applied to your

problems. Inquire, giving full particulars, and suggestions will be made without obligation to you.

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STANDARD CASE SEALERS

- 100 per cent automatic!
- Fully Adjustable!
- Size-changeovers in 60 seconds or less!
- Glue and seal case tops and bottoms at a cost of only a few cents a thousand!
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ful job all day, he actually got relaxation from the variety of colors and motifs in the room about him. He had nothing to read, no movies to see, no radio to listen to and it was a genuine diversion to allow his eyes to follow the carvings and intricate patterns in his furniture, rugs and wall paper. Nowadays, our eyes are tired by the swift pace of modern life and thus too weary to find any satisfaction in complicated, varicolored designs in home furnishings; in fact, such interior treatment is a subconscious annoyance. This is one very good reason for simplicity in modern decoration and the same principle applies also to packaging activities.

"In our chain store packaging, for example, we have found that simplification of color is the most important job we can do, because the background of the store is a confusion and vibration of colors, one against the other, to such an extent that it is difficult to concentrate on any one item. Under these conditions any area of plain color stands out in striking clarity and makes a successful bid for attention.

"A good proportion of design and color errors might be avoided if manufacturers would try visualizing their products as they will appear in a group of other packages under a Christmas tree in the home. If one package has, for instance, a red wrapping with ribbon to harmonize instead of contrast and has the manufacturer's insignia printed inconspicuously in a corner, that package is going to stand out from all the conventional many-colored designs.

"Large manufacturers of staple items might well take this lesson of color to heart and use it to increase the desirability of their Christmas packages. Cigarette companies, for instance, who decorate their regular carton with a Christmas sleeve which may be removed easily after the holiday season, would benefit by concentrating on one good Christmas color rather than combinations of holly and Santa Clauses and Christmas trees, because the majority of such packages previously offered look so much alike that there really isn't any choice. If any one cigarette manufacturer followed this one-color plan, he would stand a good chance of getting the lion's share of Christmas business.

"Novelty and re-use packages play an increasingly important part in the Christmas picture, but well-planned design of such containers is absolutely necessary. Some of the best work in re-use boxes has been done in molded plastics since molding processes necessitate simplicity with the result that designs have been practical and interesting.

"The best results in Christmas packaging will be obtained by keeping the thing smart and not overdoing the Christmas message."

Vaughn Flannery also emphasizes the need for getting away from the time-worn ideas in holiday packaging. He says, "Too much Christmas packaging is started late in the year and hurriedly prepared. Perhaps that is why so many packages look alike—employing over-worked and re-arranged 'Christmas Symbols.' Too few of such packages look attractive for gifts. Too many are plastered with 'high pressure' advertising—'high pressure' to the point of discouraging the purchaser from regarding the product as a gift. Thousands of sheets of attractive papers are sold each Christmas to enable consumers to repackage his or her gifts to look

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*Plastic Molded Packages
Are No Longer Limited
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Consolidated Molded Products Corporation offers practical plastic packages for many products. Varied selection from stock molds, or custom molded with typical Consolidated originality of design.

Consolidated molds in ALL plastic materials. The choice of plastic properties is almost unlimited—a variety of colors, shapes and sizes to meet every specification. We will be glad to quote on your requirements.



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Hardware Box



Bliss
No. 4 Box



Regular Slotted Container

WHEN PACKED and SHIPPED in WIRE STITCHED BOXES

Your products will reach your retail markets in the best possible condition. Safe, dependable distribution is just as important as your manufacturing standards.

THE BLISS BOX and BOTTOM STITCHER

Wire stitches all kinds of Set-up Boxes, Display Boxes, Telescope Boxes, Small Cartons, and Shipping Containers at high speeds and at surprisingly low costs.



Let our Shipping Engineers tell you the advantages of Wire Stitching.

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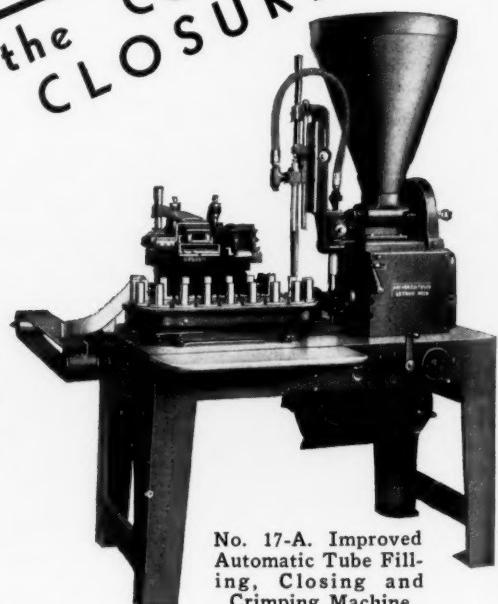
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IT'S CLIPLESS!

the COLTON
CLOSURE



No. 17-A. Improved
Automatic Tube Fill-
ing, Closing and
Crimping Machine

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips. Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads. Ask for descriptive folder.

ARTHUR COLTON CO.

2600 JEFFERSON AVE., EAST

DETROIT

MICHIGAN

more suitable. Why not design Christmas packages attractively in the first place, in a manner that pleases the purchaser? The ultimate consumer's wishes should be kept uppermost in mind."

George Switzer adds yet another thought of interest. He says, "The biggest opportunity in the designing of Christmas packages, in my opinion, may be summed up in one word—fun. There are many kinds of humor. A manufacturer should find the right type for his product and audience. Christmas and the holiday season is the special time for good cheer, and any package which contributes to that good cheer is bound to find favor."

When we asked Gustav Jensen what he thought about holiday gift packaging he said, "The Christmas gift package should be beautiful and appropriate for its contents and use as should all good packages. If, besides this, an element of festive elegance can be added, the ideal Christmas gift package results."

There is ample evidence of interest in design from the beginning to the completion of the package both from a standpoint of utility and practical application in production and handling in a retail store. From the examples illustrated, there is a wealth of material available for manufacturers who are seriously inclined to get their share of returning prosperity and there is every indication that this Christmas season will be one of the biggest we have had in a number of years. Those who will probably get the most out of their 1936 Christmas sales will be the ones whose packages appeal most strongly to the shopper.

Packaging at United Drug

(Continued from page 72) kinds call for somewhat different methods. Talcum powder is a large quantity item and it is packaged on a full automatic filling, weighing and capping unit (Pneumatic Scale) from which the packages pass to a belt conveyor for packing. This machine is sufficiently flexible to permit of handling all the various sizes and shapes of containers in the line and as lithographed cans are used, labeling does not enter in as a general thing. Four girls can produce 20,000 packages per day with this machine.

Tooth powders are so finely divided that they are usually packed in containers by the auger method, as filling by gravity is unsatisfactory due to the amount which is spilled and the settling which afterwards takes place when it is done in this way. A Bond (National Packaging Machinery) machine is used for this and the items then pass to a 32-ft. long conveyor line from which they are packed. Few of these packages call for labeling as they are usually placed in a fancy box of some kind by hand. In the few instances in which labels are called for, they are put on by hand.

Tooth powders are filled on a similar line but by gravity flow. They are packed by a different kind of auger because the soap in tooth powder is apt to cause it to pack too hard. In fact, one of the things to guard against is not to make the "packs" too hard when handling any of the powders or they will not shake well. These items are also placed in lithographed tins in most instances so that labeling is not required.

Many of the items made in this department are placed in their outside containers by hand. This applies particularly to perfumes which may be filled into the bottles by machine operations but later the

ASHTABULA FRUIT BASKETS STAPLED BY HELLER

Heller Stapling Machines and Staples are indispensable to the customers of the Ashtabula Corrugated Box Co. in the assembling of their baskets.

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That's working to close tolerances . . . something we do as a matter of course at the Kurz-Kasch plant . . . a plastic giant serving an entire nation through ten regional sales offices. Phone the one nearest your plant for advice or information.

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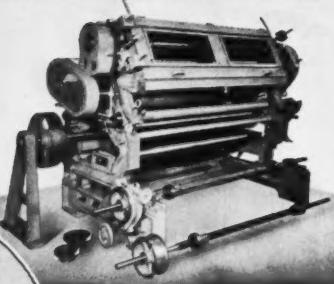
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Unless they're second story men, you'll only have your wife to fight with over your copy of

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425 FOURTH AVENUE, N. Y. C.

bottles are placed in some kind of a fancy box by hand and tied with ribbon or cord. The same applies to some of the face powder items where, as already noted, the material is filled into an inner box by machine and this box is then inserted in an outer, decorative box which is embellished in some way. This is all hand work.

Sales Strategy in the Cutlery Business

(Continued from page 64) boxes for plated-ware sets. Included are cartons, with die-cut windows and displays from hardware store counters. Yet all bear one striking similarity—their low-cost way of achieving a neat, clear-cut effectiveness.

Consider, for instance, the company's so-called 99-cent line. These are sets sold as premium goods on a plan whereby the purchaser of a given quantity of groceries—and, sometimes, other goods—is privileged to purchase any one of several items at cost price of 99 cents. Obviously, the mere telling that the item is sold at cost price would not, of itself, be sufficiently convincing to the consumer. It is essential, therefore, that the item give the appearance of something that would ordinarily sell for at least a dollar and a quarter. And this means that the package of the set must bear a substantial appearance while costing very little. On such sets, as produced by the Sta-Brite company, package costs have been held down to ten per cent of wholesale price, as low as six to seven cents per set.

On other lines, of general merchandise type, costs naturally have been allowed to run higher—sometimes as high as twenty-five or thirty per cent. This is particularly true of sets requiring set-up display boxes. Yet, even here, it should be remembered that the price factor in package purchases is one that presents a definite problem, because the entire cost of the set, complete, is so low.

In the case of the two sets of household cutlery illustrated in the die-cut cartons, striking display values have been achieved by the use of large windows, backed with transparent cellulose, and by a one-color treatment which gains a four-color effect in the following manner. The colors of the cast resin knife handles are displayed against a piece of black board, through which the knives and forks are inserted and held in place. This board serves as a background for the window of the carton where a single color printing—distinguished by the use of reverse plates—adds a third color effect and the tinted board provides a fourth color. The richness of the entire ensemble must be seen to be appreciated. For the carving set, a simple set-up box, without projecting tops or bottom, is used, covered with a printed wrap in which a full color illustration of the set, in use, is utilized to emphasize the size and utility.

When it comes to displays, the company has likewise been ingenious in the varied and multiple ways demanded by its situation in so many separate portions of a broad field. Displays range from large metal floor stands to the little cork model illustrated, probably one of the simplest—yet most ingenious—ever devised. It consists simply of two semi-circles of pressed cork locked together by a folded metal strip which extends upward to carry the metal oval sign above the knives. These are placed into the cork by the store clerk, blade points down, thus protecting both the blades and the cus-

tomers against injury. The front panel of the cork is printed with a radiating trade-mark design, which is, in turn, emphasized by the radiating lines of the knives themselves. When knives are removed, no tell-tale empty receptacles are left, the cork closing up around the hole made by the knife and leaving no trace. When sufficient of the knives have been removed, the clerk has only to draw a new group from stock to put the display back into perfect working order.

Items in Lacquered Packages

(Continued from page 57) No attempt has been made to compile a complete list of the distilled beverages that go forth in lacquer coats; enough to mention that various brands made by Hiram Walker, Seagram, and Schenley are so adorned. This covers a good deal of territory, and we are speaking only of outside containers; many labels on the bottles are also lacquered. Examine the carton or label on your own favorite brand and you are likely to find that it is lacquer coated.

The reasons for this choice by the majority are not difficult to explain. Liquor cartons are among the most suitable for this finish. Their weight makes them extremely liable to scuffing and scratching when packed by the dozen for shipping. Lacquer prevents this. The price of the goods and the margin of profit are sufficiently high, so that the extra cost of lacquer is of little importance when weighed against its advantages. Competition in the newly reborn industry is intense, and the need is strong for brilliant luster and sparkling colors to force the package on the wandering eye. Resistance to dust, stains, fly specks, and finger-prints—should a package remain long on the shelves or be carelessly handled—is, of course, desirable. The same is true to less extent of water-proofing, which permits washing a package that has been stained; and of resistance to grease and alkalies. Resistance to alcohol is very important for labels. Thus we see that when the liquor people began to study packaging, it was quite natural for them to turn to nitrocellulose lacquer finishes.

It is a long jump from packages selling at from one to five dollars, to five-cent candy rolls, but lacquer has made it. After trying various spirit varnishes and overprint varnishes for a number of years, Life Savers, Inc. were not satisfied that they had the ideal package to overcome the competition for attention among the multi-colored offerings on the candy counter. Although Life Savers have established a definite preference for their confections among millions of people, many purchases of five-cent candy are made on the spur of the moment, induced by the counter display, which is usually placed in a position to flag the customer as he pays his check for other articles. New steady customers are frequently gained by these chance sales. Hence, the importance of a package that will grab the attention and force a choice on those who have not yet made a decision. That was the kind of package Life Savers wanted, and they believe they now have it. For several months, all new goods have been in lacquer-coated wraps.

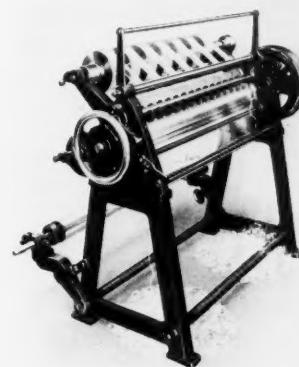
A comparison of the new wrap with the old convinces that the appearance has been improved; but because we sometimes hear that lacquer is too expensive for this or that job, it is reasonable to ask how an article selling for five cents can afford to wear a uniform of such high

SOMETHING NEW "UNDER THE SUN" AT LAST!!

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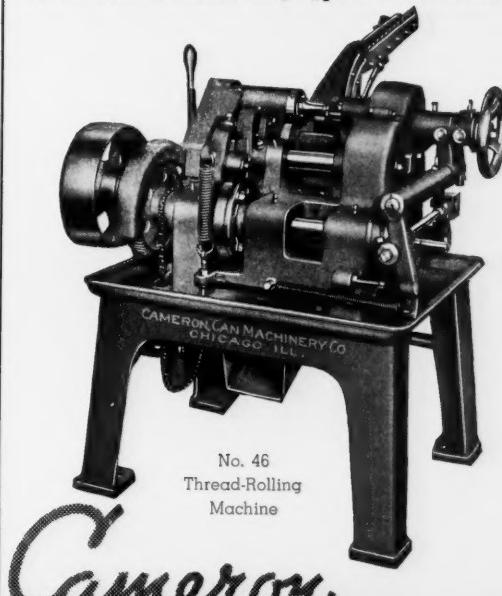
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quality. Mr. Gordon Young, advertising manager of Life Savers, explained this in presenting a new five-flavor roll to the clinic at the recent Packaging Show in New York. After pointing out that the different colored bands on this wrap represent the assorted flavors it contains, and appeal to the appetite for these flavors, Mr. Young spoke of the finish. He outlined Life Savers' experience with varnishes, which we have already mentioned, and then said:

"We have always been convinced of the sales-value of an attractive package. Investigations last fall showed us that there were interesting possibilities for improving ours by using a lacquer coat. Lacquer gives us a gloss and brilliancy that we have heretofore been unable to obtain. It snaps up our package and makes it more inviting to the eye. It also prevents scratching and soiling, and reduces the likelihood that our candy will be displayed in damaged or soiled wraps. Lacquer is more costly than the varnish coating, but we feel that the better appearance, the extra sheen, more than justifies the cost."

The lithographer who did the new Life Savers job has this to say about it: "The operations preceding the application of lacquer to labels and wrappers must be understood. By this we mean, proper paper, inks and methods must be employed. Lacquer is superior in many respects to overprint and spirit varnishes that are commonly used, namely: durability, smoother finish, more elasticity, alkali- and alcohol-proof, non-chafing, and fastness to weather and other exposure. It costs considerably more than the ordinary finishes, but its various superior qualities, we feel, should justify the expense that is involved."

It happens that the packages we have mentioned were all made by those who have pioneered in working out the technique of applying lacquer. The manufacturers who sponsor these packages were spared the discouragements which are sometimes met when dealing with a printer who is unfamiliar with lacquer. Knowledge of its use on paper is spreading rapidly among printers and finishers, but there are still those who know little about this new aid to packaging efficiency; and among them they control a large amount of business. Lacquer is by no means a cure-all that will put an end to the troubles of every manufacturer who is dissatisfied with his containers, labels, or other printed material. But manufacturers who think they see possibilities in this finish, should not be dissuaded from trying it by those upon whom they rely for service. It is not difficult to make tests and to estimate costs. Lacquer is as easy to apply as varnish. It is put on with the same type of coating machines, though some of them must be altered slightly to handle it.

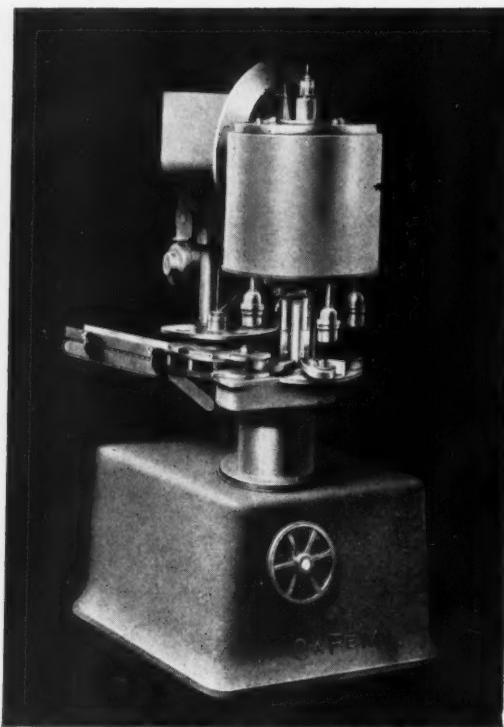
Our times have been called the Cellulose Age. We are all familiar with synthetic-fiber fabrics and plastics made from cellulose. For years we have had nitrocellulose in the form of lacquer on our automobiles, metal fixtures, furniture, and toys. It is rapidly invading the field of the more expensive packages: cosmetics, stationery, candy, and spirits. Lower-priced articles, such as food products, are appearing in lacquered containers. Each month brings more examples to show that nitrocellulose lacquer is establishing an important position among paper finishes. We may soon expect to see it used to protect and embellish more of the least costly as well as the most expensive products.

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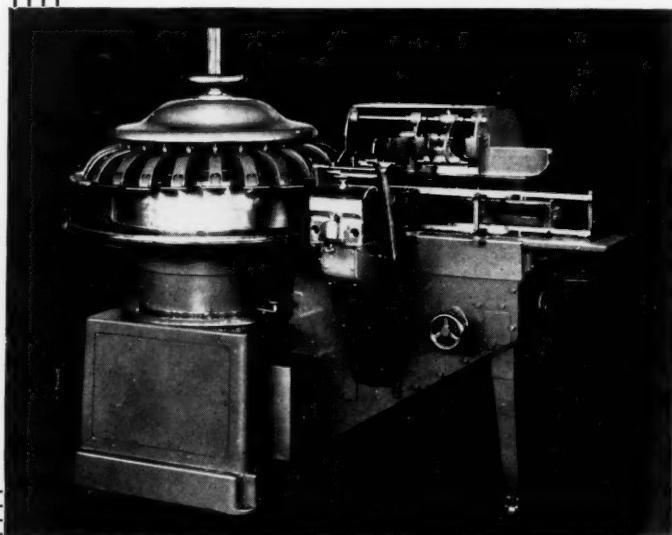
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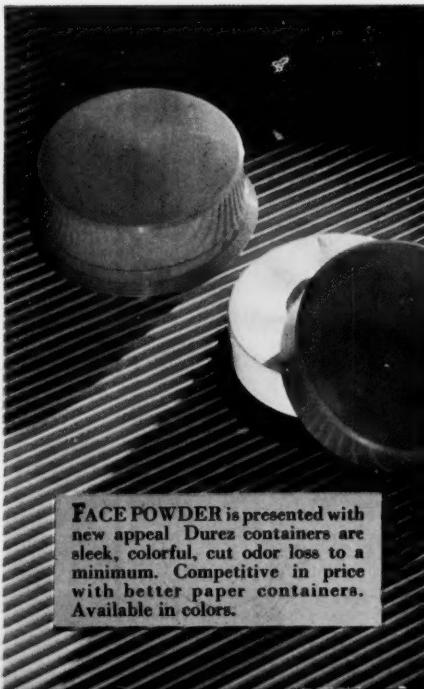
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NEW YORK CITY CHICAGO SAN FRANCISCO LONDON, ENGLAND

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